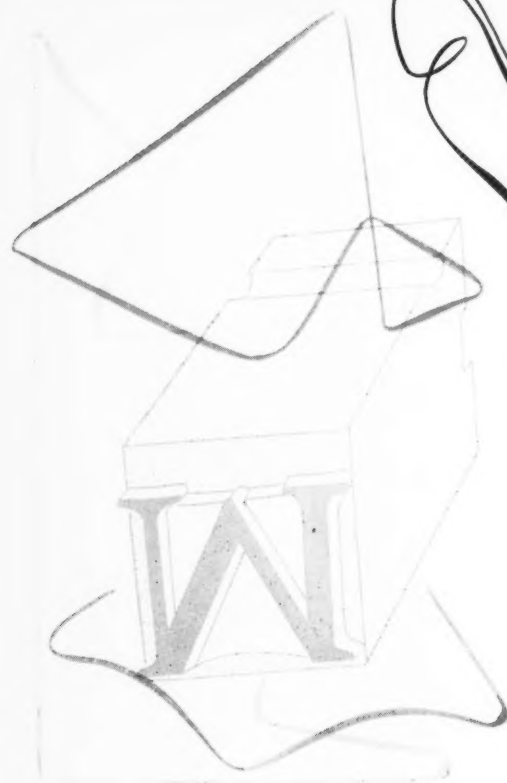


Dallas

AUGUST • 1953



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FRANK E. BROWN

FOLDING ALUMINUM AWNINGS
DOOR HOODS
PATIOS
CANOPIES



GENERAL OFFICES
PENTHOUSE
RESERVE LOAN LIFE BLDG.
DALLAS, TEXAS
PR-2791 • PR-2828

March 25, 1953

Southwest Printing Company, Inc.
917 Camp Street
Dallas, Texas

Attention: Mr. Jimmy Van Huss, Vice President

Gentlemen:

For some years, Ron-del, Inc. has prepared brochures, folders and other consumer pieces for our distributors throughout the United States and foreign countries. Although we naturally would prefer to have our printing done in Texas, and especially Dallas, it has frequently been sent to cities in the north, because we had not felt confident of getting the quality of color reproduction we desired locally.

When Craft Edmunds, who handles our advertising, submitted samples of the color work you are doing with your "Litho-Krome" process, and expressed his confidence in your ability to produce a high quality 4-color folder for us, we decided to try again.

Now that the work has been completed, we want you to know how completely satisfied we are with the quality and the accuracy of the Ektachrome reproductions, and the entire folder. We are confident it is at least as fine as might be obtained anywhere.

Further than that, we were highly pleased with the spirit of cooperation evidenced by everyone who had anything to do with the job... front office, plate-making, press-room, and all. The very finest art work and typography always require interested, understanding analysis, plus the artistic and mechanical ability which are required in making physical adjustments of dot structure, ink texture and tint, et cetera, if the art is to be faithfully reproduced. As far as we are concerned, you folks have it! And, what's more...you use it generously. Thanks a lot.

Sincerely yours,.

David L. Schurger
David L. Schurger,
President

DLS:hmd

THE FOLDING ALUMINUM AWNING

(An Advertisement)

Medium Considered	Program Proposed	Per M Gross	*N.A.C. Factor	Per M Effective Advertising
				.885
		\$3.10	3.5	1.42
Magazine	1 pg. B & W	4.98	3.5	.077
Newspaper	1 pg. B & W	.023	.3	1.66
Outdoor	24 sheet	5.00	3	2.90
Television	1/2 hr. evening	8.70	3	.52
Radio	1/2 hr. evening	.208	.4	.02
Electric Signs	Spectacular	.008		
Electric Signs	Store Front			

*N.A.C. Factor—Net advertising circulation—the over-all effectiveness

A GOOD (McAx) SIGN is the Cheapest Advertising in the World!

Comparing the net advertising circulation for the various means of advertising and the resulting cost per 1000 net advertising circulation, a recent survey resulted in the above chart. However, quantity of impressions at lowest cost is not the whole story. To be effective, your signs must have quality. Pictured are only a few of the high quality signs manufactured by McAx for firms who know and appreciate the value of good quality signs in their advertising.



ENGINEERS, DESIGNERS and MANUFACTURERS of PORCELAIN ENAMEL, PLASTIC and NEON SIGNS

Dallas PIONEERS



Established

1857 Sanger Bros.
In Texas

Opened Dallas Store in 1872

1869 The Schoellkopf
Company

Manufacturers and
Wholesale Distributors

1872 Waples-Platter
Company

White Swan Fine Foods

1874 Bolanz &
Bolanz

Real Estate and Insurance

1875 Dallas Transfer &
Term. Whse. Co.

Warehousing, Transportation,
and Distribution

1876 Lyon-Gray Lumber
Company

Experienced Retailers of
Building Materials

1876 Trezevant &
Cochran

Insurance General Agents

1885 Mosher Steel
Company

Structural Reinforcing
Steel and Machinery Repairs

1890 William S.
Henson, Inc.

Advertising Printing

1893 Oriental Laundry
and Cleaners

Finer Laundering, Cleaning,
and Fur Storage

1896 Briggs-Weaver
Machinery Co.

Industrial Machinery
and Supplies

Established

1897 Anderson
Furniture Co.

Dallas' Oldest Furniture Store

1898 Lang's Floral
& Nursery Co.

The Southwest's Foremost Florists,
Decorators, Nursery Landscape
Service

1898 The Practitioners

Life Insurance Service

1902 Cullum &
Boren

Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1903 First Texas Chemi-
cal Mfg. Company

Pharmaceutical Manufacturers

1903 Republic Insurance
Company

Writing Fire, Tornado, Allied Lines,
Inland Marine, and Automobile
Insurance

1903 Smith's Detective
Agency

Burglar Alarm, Fire Alarm,
Radio Patrol Service

1906 Geo. W. Works
and Company

Realtors — Insurers

1907 Tennessee
Dairies, Inc.

Gold Seal Dairy Products

1910 Red Bryan's
Smokehouse

Barbecued Meats

1911 Graham-Brown
Shoe Company

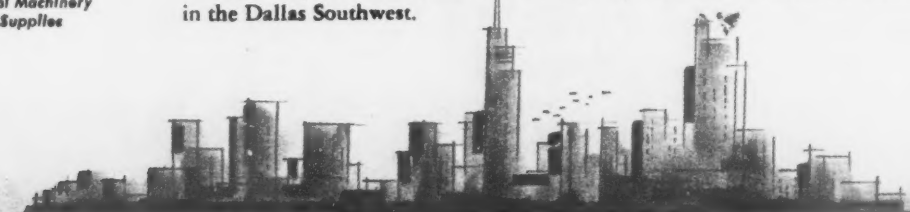
Manufacturing
Wholesalers

DALLAS newspaper plants and printing establishments were somewhat less pretentious in 1890, as shown in the above photograph,* than those of the present day. The business needs of the city of that period required far less than the 300-plus publishing and printing plants that serve Dallas today, and certainly the present-day monthly printing payroll of more than \$1,500,000 would have seemed astronomical at that time. Yet, the foundations of Dallas' present leadership in Southwestern graphic arts were being laid in that period, and in 1890 the pioneer printing firm of J. M. Colville & Sons was founded in Dallas. Two years later, William S. Henson, a man who was to play a major part in Dallas' modern printing development, was born in Liberty, Kentucky. He got his first newspaper job at the age of 13 on the *Talpa Reporter*, a weekly paper printed on a George Washington hand press. He worked on the *Cleburne Enterprise* while going to college and was editor of the *Marshall Messenger* and later on the staff of the *Fort Worth Record*. In 1916 he joined the staff of the *Dallas Morning News* as a reporter and with Silliman Evans founded the *Reconnaissance* while in the Army in World War I. He got into the business end of printing in 1919 as a house organ editor with the Johnston Printing & Advertising Company, and in 1930 he became vice-president and general manager of J. M. Colville & Sons. In 1940 he bought out this business and in 1942 changed the name to William S. Henson, Inc.

*Photograph from archives of Dallas Historical Society

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.







HORACE AINSWORTH Editor
THOMAS J. McHALE . . . Advertising Manager
DANA WARE Editorial Assistant
RITA GOODBERLET . . . Advertising Assistant

Member, Society of Associated Industrial
Editors; International Council of Industrial
Editors.

ESTABLISHED IN 1922 BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST, WHICH IS SERVED BY DALLAS

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COMING NEXT MONTH

September's DALLAS features the 1953 State Fair of Texas. Staff artist Virgil Fralin of Bud Biggs Studio presents a colorful format for a spanking new preview of Texas' greatest show.

DALLAS CHAMBER OF COMMERCE

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Vice Presidents
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J. L. LATIMER
J. RALPH WOOD

Vice President and
General Manager
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DEWITT T. RAY
BEN SMITH
R. L. TAYLOR
J. C. TENISON

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Assistant Manager—
Andrew W. DeShong
Business Manager—
Sam Tabolowsky

Cashier—Velma Boswell
Conventions—Z. E. Black
Foreign Trade—Roy Jenkins
Highway—Tom E. Huffman
Industrial—
Thomas W. Finney
William A. Rosamond
Consultant—
Richard B. Johnson
Information—
Pauline Foster
Manufacturers and
Wholesalers—
Mark Hannon
Market—Henry W. Stanley
Membership—
James L. Cabaniss
Publicity—
Horace Ainsworth
Retailers—R. C. Dolbin
Transportation—
Sam Goodstein
F. E. Rice
Washington Office—
Dale Miller

Advertising rates on application. Subscription rates, \$5.00 per year. Single copies, 50 cents. Foreign, \$6.00 per year. Published monthly and entered as second-class matter, February 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879. Reprint permission on request. Offices 1101 Commerce Street, Dallas 2, Texas. Telephone PR-8451. DALLAS is owned and published by the Dallas Chamber of Commerce. Its objective is to assist the Dallas Southwest in achieving a sense of unity and cooperation by presenting articles which may prove interesting and informative to businessmen. Neither DALLAS nor the Dallas Chamber of Commerce stands sponsor for or is committed by the views expressed by authors in these articles.

Your Chamber of Commerce Offers You Many Direct Services

ITS STAFF is prepared to help you in many fields. The following directory is an indication of the services available, and of the proper person to call in each field:

DALLAS CHAMBER OF COMMERCE 1101 Commerce Street Telephone PR-8451

Administration J. Ben Critz
Andrew W. DeShong
Agriculture Z. E. Black
Athletics J. Ben Critz
Aviation Andrew DeShong
Business Manager Sam Tabolowsky
Business Information Bill Rosamond
Cashier Velma Boswell
Conventions Z. E. Black
Civic Affairs J. Ben Critz
Dallas-Ft. Worth Metropolitan
Area Committee J. Ben Critz
Dallas Magazine
Editorial Horace Ainsworth
Advertising T. J. McHale
Foreign Trade Roy Jenkins
Highway (routes and
conditions) Pauline Foster
Connie Sherman
Highways
(development) Tom Huffman
Industrial development Tom Finney
Industrial statistics Bill Rosamond
"Key to Buying" Gussie Sebastian
Legislation J. Ben Critz
Manufacturing
services M. E. Hannon
Meetings J. Ben Critz
Membership Jim Cabaniss
Membership Services Jim Cabaniss
Military Affairs M. E. Hannon
Public Relations Horace Ainsworth
Retail Market R. C. Dolbin
Special events J. Ben Critz
Transportation Sam Goodstein
Wholesale distribution M. E. Hannon

AFFILIATES

American Fashion Association Henry W. Stanley RI-5381
Dallas Fashion Center Virginia Shaeffer PR-8451
Dallas Graphic Arts Association Kennedy England RI-3985
Dallas Hotel Association Connie Sherman PR-8451
Dallas Industrial Service, Inc. Kennedy England RI-3985
Dallas Interracial Association M. J. Norrell PR-8451
Dallas Junior Chamber of Commerce Joan Garrity PR-8451
Dallas Manufacturers & Wholesalers Ass'n M. E. Hannon PR-8451
Dallas Real Estate Board Bill Renick PR-5109
Dallas Retail Merchants Association R. C. Dolbin PR-8451
Southwest Local Air Service Conference Andy DeShong PR-8451
Stores Mutual Protective Association E. B. Carpenter RA-4853
United States Chamber of Commerce
Southwestern Division Office Bill Bird RI-3558



SERVICE YOU CAN COUNT ON

*Specializing
in oil, cotton,
transportation,
industrial
and commercial
financing*



NATIONAL BANK IN DALLAS

78th year of dependable personal service



DALLAS • AUGUST, 1953

WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce
in the Nation's Capital

The Outer Shelf

What might be described as the third act of the drama of the tidelands came to an end late last month, just before the adjournment of the first session of the Eighty-third Congress, with the enactment of legislation which extended the jurisdiction and control of the United States to the seabed and subsoil of the entire outer continental shelf beyond the historic boundaries of the states. The bill was a companion measure to legislation enacted three months earlier which confirmed ownership by the coastal states of the submerged lands within their seaward limits, such limits being interpreted as three miles from shore in the case of all coastal states except Texas and the west coast of Florida. The historic boundaries of Texas are recognized as extending three leagues (10½ miles) into the Gulf by reason of provisions of the annexation resolution which brought Texas into the Union, and the west coast of Florida asserted a similar claim dating from the adoption of its state constitution.

The outer shelf bill has been described by this writer (in the May issue of *DALLAS*) as the third act of the drama of the tidelands for the reason that this long and emotional struggle over the submerged lands seems naturally divisible into five general phases. The first phase consisted of the litigation which led to the assertion by the Supreme Court, in a four-to-three decision, that the federal government had "paramount rights" in the submerged lands; and the second phase culminated in the enactment last April of the legislation confirming state ownership of the submerged lands within their historic boundaries.

The third phase, which reached its denouement late in July with the passage of the outer shelf bill, will be followed in

all likelihood in the months and years ahead by a fourth and fifth act in the tidelands drama, one judicial and the other political. The fourth phase is already underway, a number of inland states having joined in litigation attacking the validity of the legislation affirming title in the states to the submerged lands within their boundaries; and the fifth phase is shaping up also, a bitter partisan struggle in the political campaigns of 1954 and 1956, the so-called liberal elements of the Democratic Party girding themselves to inveigh with stentorian fervor against the Republican "give-away" of federal resources to the coastal states. So the drama of the tidelands has much of its tempestuous course yet to run.

Insofar as the outer shelf bill is concerned, it was a "federal" measure virtually in its entirety, having been intended by Congress as a companion measure to complement, and at the same time offset, the historic boundaries legislation which was strictly a "state" bill. Senators and representatives from Texas and Louisiana sought strenuously to extend relevant state laws co-extensively with federal jurisdiction over the outer shelf, but their efforts to secure adoption of such amendments had no chance to succeed, first because the majority of Congress believed that the interests of the coastal states had been fully accommodated in the historic boundaries bill, and second because the Republicans in particular had become uncomfortably sensitive to the "give-away" demagoguery practiced and dramatized by their liberal colleagues.

Even though the philosophy and major provisions of the outer shelf measure had the approval of the vast majority of both houses of Congress, the bill almost failed of enactment because of a conference deadlock over the controversial "Hill-for-education" amendment. After the bill had cleared the House the Senate inserted an amendment sponsored principally by Senator Hill which provided that the enormous revenue expected from the develop-

ment of resources on the outer continental shelf should be distributed by the federal government to the states as aid for education. When the House and Senate bills were referred to conference for an adjustment of differences, the seven House conferees, among whom was Dallas Representative J. Frank Wilson, steadfastly refused to accept the Hill amendment, and after a long stalemate the Senate conferees were compelled to yield on this controversial issue. Even then the conference report, from which the Hill amendment had been eliminated, narrowly escaped defeat on the Senate floor, being adopted by a vote of 45 to 43.

Although the Hill amendment was both appealing and plausible, this writer is convinced that Representative Wilson and the House conferees were on sound ground in resisting its adoption. Such federal largess to state schools, amounting potentially to manifold billions of dollars, would create the concomitant danger of federal control over local educational systems. The danger would be inescapable, despite the disavowals of the sponsors of the amendment, for the growing dependence of local schools on bounty from Washington could not fail to consolidate power in the federal bureaucracy over our educational system. In any event, this is an issue which should be determined separately on its merits, rather than as an amendment to the submerged lands bill, since the revenue from offshore development will accrue to the Federal Treasury anyway, and will be available for disposition in due course as Congress may determine.

Be that as it may, the outer shelf bill became law, and, whatever else may be said of the record of the first session of the Eighty-third Congress, at least one major objective of the Eisenhower administration was attained. The enactment of two comprehensive measures dealing with such a complex, and indeed unprecedented, problem was an outstanding achievement, regardless of any difference of opinion which may be held with respect to the merits or shortcomings of certain provisions in both bills. Texas had a vital stake in the whole issue, and, although coastal states were denied participation in the development and exploitation of the outer continental shelf, Texas won an unqualified victory in the historic boundaries bill. It stood—and prevailed—on the basic principle that a solemn contract of annexation, entered into by two sovereign nations, was sacrosanct and inviolable, then and now.



DALE MILLER



OFFSET COLOR PRESS LINE at Bennett Printing Company.

Dallas Presses Set Selling Tempo

Advertising, selling and mass production have built the American mass market and the American standard of living. The key machine in this dynamic combination is the printing press.

The tempo of mass selling and mass advertising is geared to the speed of the nation's presses, and the excellence of the mechanical production rolling off presses from Dallas to Detroit is reflected in ever-rising sales graphs in industry and new products in American homes. The printing press produces the end product that reflects the creative talent of the advertising profession and the precision teamwork of the graphic arts industry, and that gives to American business the finest selling tools in the history of the world.

In September, the thirty-fourth annual convention of the International Association of Printing House Craftsmen, meeting in the Southwest for the first time, will bring to Dallas more than 1000 leading graphic arts craftsmen in America. This will set the stage for a major showing of fine printing, new processes, new equipment and new ideas.

In practical business terms the convention will mean new and better tools for mass selling by American business. It will mean new improvements in the production of more effective advertising—the marvelous communication system that

virtually gives every American consumer a personal teletype direct to the production lines of industry.

Just how important the printing press looms in American business may be gauged from the fact that out of total national expenditures of approximately \$7,000,000,000 in 1952 for advertising, almost \$5,000,000,000 centered in the graphic arts industry. Preliminary figures recently released by *Printers Ink* show a gross total of \$4,449,300,000 that had its final run on some type of printing press.

The importance of technical advances, new processes and new equipment in the graphic arts industry to sales executives may be better gauged by a breakdown of the *Printers Ink* figures. Newspaper advertising tops the list with a total of \$2,458,500,000. Direct mail is second with \$1,011,400,000. Magazines accounted for another \$614,100,000, farm papers, \$29,700,000 and business papers, \$335,600,000. These figures apparently do not account for elaborate point-of-purchase material, labels, colorful packages, cartons and shipping containers which involve additional millions of expenditures

through the graphic arts to speed American distribution.

The predominance of the printing press in American selling is also pointed up by a comparison with other advertising shown in the *Printers Ink* figures. Outdoor advertising accounted for a total of \$161,600,000, and it must be remembered that a substantial part of cost in this media involves some of the finest and most colorful graphic arts production in the nation. Radio accounted for \$722,700,000 and the newest and perhaps most glamorous media, television, accounted for \$580,000,000.

All these figures are due to climb during 1953 as the nation's markets become more competitive, and the printing craftsmen's convention comes to Dallas at a time when realistic sales executives are preparing for more intensive selling to create new markets and take up production slack that may come about as a result of the truce in Korea.

Just how leaders in the Dallas graphic arts industry are preparing to meet this challenge may be gauged by estimated expenditures of at least \$1,000,000 for new printing equipment installed in Dallas plants during the past two or three years. These installations enhance Dallas' position as the graphic arts center of the Southwest and mean better selling tools

By Tom McHale

Photography by Squire Haskins

to enable Dallas business to keep pace with the fast-expanding Southwestern market.

As this convention focuses the attention of the graphic arts world on Dallas, it should also serve to center the attention of Dallas businessmen on the importance of the craftsmen who man the industry. The leadership of Dallas in Southwestern advertising stems from "know-how" and completeness of production facilities. In this combination experience and technical skill are by no means of secondary importance.

Perhaps in no other area of business is an unbroken line of teamwork from top to bottom so essential. The production economy latent in the most modern color press depends not only on the technical skill of its production crew, the engraver, typographer, artist and agency account executive, but also on the understanding of the businessman who pays the bill.

The why of better printing and advertising is the most important thing for the business man to understand. He must understand that advertising and selling have built today's American market, which *Fortune* in its current issue calls: "the most portentous economic phenomenon in all history." He must also understand that better advertising and selling are America's main hope for the future.

In perhaps the most significant speech at the 1953 Advertising Federation of America convention this June in Cleveland, A. H. "Red" Motley, publisher of *Parade*, and one of the nation's most astute advertising men, states this why very clearly.

"Selling and advertising are needed as never before to build markets that can absorb our production and provide employment when defense slows down. We do not have the huge backlog of deferred demands that helped us over the transi-

tion after World War II. We must create new demands," Mr. Motley said.

"Our economy is based on created human wants rather than 'needs' or necessities. This makes production and the selling of that production increasingly important as an economic and social force.

"The only course offering real hope for the future to all segments of our economy is to expand our markets. There is only one way to intelligently and solidly expand markets for the future and that is through improved product research, improved products and improved marketing practices, including both advertising and selling."

The post-war expansion of Dallas' graphic arts industry and the steady rise in billing of Dallas advertising agencies would indicate that Dallas businessmen are applying "Red" Motley's philosophy. And those who are getting the best individual results and taking advantage of

the technical advances in graphic arts are the firms who are making use of Dallas' fine backlog of professional advertising men and women. Just as the complicated machinery and processes of modern graphic arts require expert craftsmen, their proper use requires a knowledge the busy business executive does not have time to acquire.

The advertising agencies of Dallas bridge the gap between the businessman and the craftsmen. The personnel of these agencies speak the language of the businessman and also the language of the craftsmen. That is one reason the expansion of Dallas as the advertising center of the Southwest has gone hand-in-hand with its graphic arts development. The professional advertising man has become the executive officer of the businessman in making use of the steady improvement and processes in the graphic arts.

As new towers rise on the Dallas sky-

*ALL ADVERTISING 1952 \$7,903,700,000

Graphic Arts

Newspaper	\$2,458,500,000
Direct Mail	1,011,400,000
Magazines	614,100,000
Farm Papers	29,700,000
Business Papers	335,600,000
Total	\$4,449,300,000

Other Media

Outdoor	\$ 161,600,000
Radio	722,700,000
Television	580,100,000
Total	\$1,464,400,000

*Preliminary figures from PRINTERS INK

IT TAKES REAL TEAMWORK, the combined creative talents of artists and writers plus the craftsmanship of engravers and typographers to produce effective advertising. Below, left to right, are Marvin Krieger, art director of Rogers & Smith Advertising; Francis Blanks, Blanks Engraving, and Karl Umstead, Jaggars-Chiles-Stovall, typographers.





DALLAS GRAPHIC ARTS LEADERS talking over plans for the first convention of the International Association of Printing House Craftsmen to be held in the Southwest are, left to right, Bryan Snyder, Jr., president Johnston Printing & Advertising Company; Tom Jaggars of Jaggars-Chiles-Stovall; C. M. Gober of the Bennett Printing Company; Bill Egan, Egan Printing Company, and Homer Green, Wilson Engraving Company, general chairman of the convention.

line, printing presses in plants throughout the city continue to provide an increasing part of the motive power for Dallas selling. The intelligent use of that power revolves more and more on the competence of professional advertising people and skilled craftsmen.

And new equipment in Dallas plants provides Dallas businessmen with more and more tools to meet modern competition. In the past two years one manufacturer has installed 20 new offset presses in Dallas plants. New production methods are being introduced and improved machines that operate faster.

In addition to new, improved presses, special attachments for high-speed folding machines are now in use in Dallas. These machines can fold and glue booklets in a single operation. There is also a new proof press now in use in Dallas that allows the printer to proof an entire insurance policy form at considerably less cost, creating a distinct saving for the insurance company.

Some of the recent improvements in the graphic arts industry are as follows:

Modern designing and more color are in widespread use in loose-leaf covers used by industrial concerns in sales kits, et cetera.

One-time carbon snap-out forms are now produced locally. The volume of

business of one company alone has reached 50 per cent of the company's entire volume.

Installation of what is believed to be Dallas' only automatic Polyman cylinder flat-bed press, manufactured in Germany, was another step forward.

Also, the only licensee in the Southwest for the Litho-Krome four-color process is located in Dallas.

FIRST MEMBER to sign the charter of the Dallas Club of Printing House Craftsmen 26 years ago was Emil Borak, below, vice president in charge of production at Johnston Printing & Advertising Company. Largely responsible for organizing the Dallas club — the first in the Southwest — Mr. Borak submitted a drawing which was accepted as the organization's official emblem.



Another improvement is the combination of letterpress and offset printing processes on a single job, producing unusual effects and creating an economy in printing.

And there is increased utilization of air conditioning in printing plants. This has served not only as a comfort measure that increases employee efficiency, but also provides balanced humidity control for better registration in four-color process printing.

In summarizing the strides made in recent years by the Dallas graphic arts industry, one printer made this observation:

"Printers today offer businessmen higher quality printing than ever before, better service, more individual services and more printing, dollar for dollar, at a lower cost than at any time in the industry's history. This has been accomplished not only through marketing competition and better equipment, but also as a result of streamlining printing plant operations and utilizing more efficient production systems."

Dallas engravers have also expanded their facilities to keep pace with the steady growth of this city as the graphic arts center of the Southwest. Within the past few years, new plants have been built and substantial additions and im-

provements made to existing plants. The increased use of offset printing in Dallas is reflected in the installation of special offset plate departments in Dallas engraving plants. Since quality engraving is most important in the production of better printing, this has resulted in increased business for Dallas from all over the Southwest.

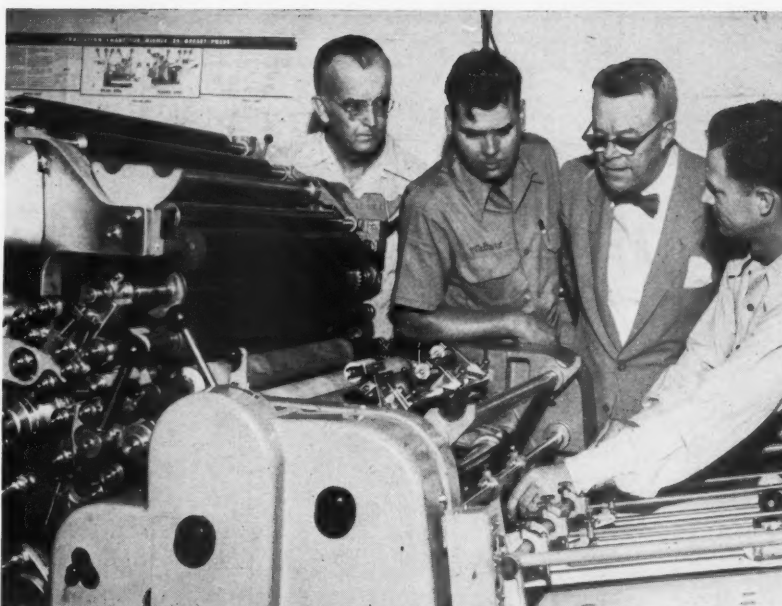
A great advance has been made during the past few years in the manufacture of rubber printing plates and these are now being manufactured in Dallas. These plates are extremely adaptable for certain types of printing. In the printing of cellophane, metal foil paper and highly glazed paper the use of rubber plates are a necessity when aniline inks are used.

This also points up the fact that Dallas has perhaps the most varied group of specialized printing plants in the Southwest. Dallas has printing plants that print one, two and three colors on glassine, wax paper and cellophane. Other plants print burlap bags, wallpaper, egg cartons, fancy wrapping paper and even metal such as metal bottle caps. Dallas is perhaps the largest center of envelope printing in the Southwest with a number of large national organizations and locally owned plants specializing in the production of all types of envelopes.

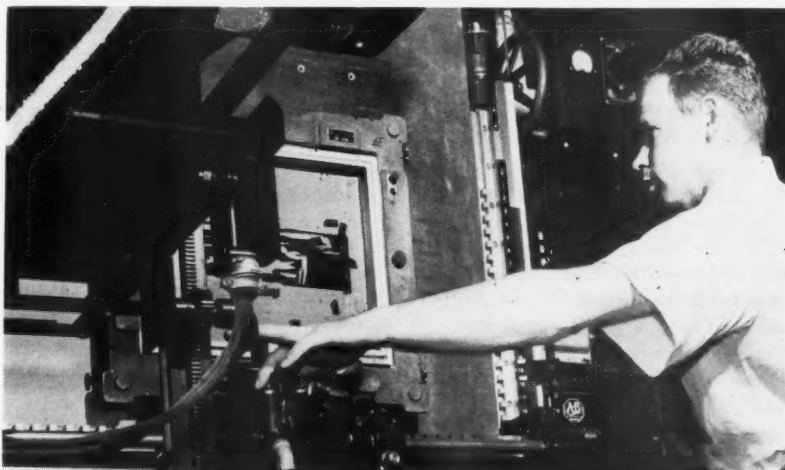
Paper is an important supply phase of the graphic arts and Dallas paper merchants carry tremendous stocks of printing papers. This makes proper selections and quick deliveries possible from Dallas stocks. There are few requirements for printing papers regardless of kind or quality that cannot be handled by Dallas paper wholesalers from their stocks.

Dallas is also the largest center of typography in the South. The excellence and quality of Dallas typesetting attracts business to Dallas from a wide area and gives local printers ready access to the finest custom typesetting. Other special services such as die cutting, decals, silk screen plants, electrotypers, bookbinders round out the Dallas graphic arts picture.

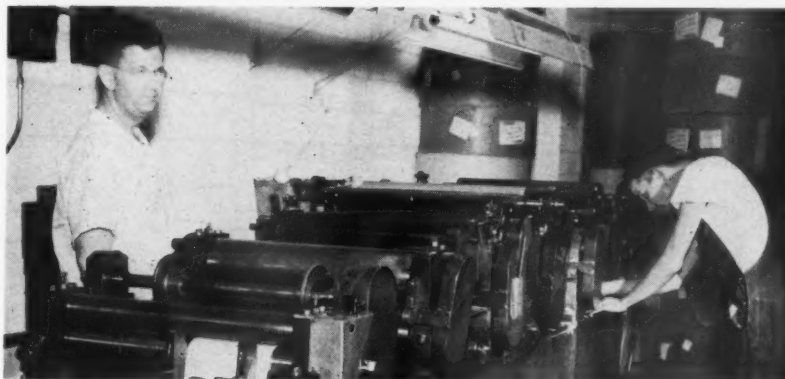
All of this means that Dallas has the equipment and the know-how to cope with the selling tempo of the dynamic Southwest. The marketing knowledge and creative talent of its advertising men and women, the skill of its craftsmen and the expanding excellence of its facilities and equipment insure to Dallas business the modern selling tools required for future competition.



INSPECTING William S. Henson company's new Faber and Schliecher Company, Miehle 29 offset press are, left to right, C. G. Morris, Henson plant superintendent; Melton Barnes, Henson pressman; William Henson and German press expert Henry Zelenka of Chicago. The press is the first of its kind in the Southwest.



OPERATING a Monotype step and repeat machine at Southwest Printing Company is Ira Etherton, above. The machine puts multiple images on lithograph plate with an accuracy to 1-1/1000 of an inch. Below, Bob Skelton, left and Harry Coppinger of Rogers Printing Company, operate a high speed press especially designed for printing business forms.





DISCUSSING MAKE-UP with a group of Southwest School of Printing students is Donald L. Hunt, center, instructor of hand composition and press work.

Printing School Unique in Southwest

THE Southwest School of Printing in Dallas, the only non-profit institution in the entire Southwest designed solely to provide low-cost printing training, is now in its thirty-third year of existence.

Owners of commercial printing establishments and newspaper publishers throughout the vast Southwest jointly own and actively support the school, which has trained 295 men for composing room and press room jobs in the past seven years.

Approximately 90 per cent of these men are now active in the printing industry, reports Robert Gleason, the school's general manager. Mr. Gleason pointed out that Southwest trains its students so thoroughly in the fundamentals of printing that its graduates are capable of making a smooth transition from classes to actual commercial production and are well on their way to becoming journeymen printers.

Southwest began as a privately-owned training school for printers. Four years

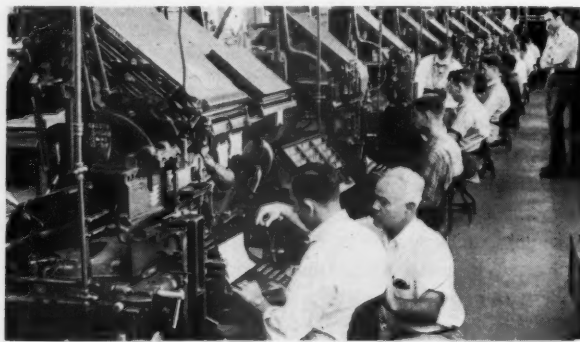
later, a group of Dallas businessmen became interested in the program of well-balanced training for craftsmen and formed the Dallas Vocational School, which absorbed the original Southwest School of Printing.

Interest in the institution grew and in 1930 it acquired its present plant, located on a 16-acre site on Clarendon Drive. At that time, the school name was changed to Southwest Vocational School.

Although printing was the primary course offered at the school, other trades



BATTERY OF LINOTYPES, below, and several presses have been loaned to Southwest School of Printing by manufacturers. Students are taught the care and maintenance of the machines as well as their operation.





ON-THE-JOB training in all the fundamentals of printing enables Southwest graduates to make a smooth transition from classes to actual commercial production.

were also taught until 1937 when the commercial printing and newspaper publishing industries of the Southwest assumed control. Then the curriculum was revised to a complete course in printing and the school's name was changed back to the original Southwest School of Printing.

Numerous veterans of World War II and of Korea have been trained, and are now attending classes at the school under provisions of the two G.I. Bills of Right. In addition, several handicapped students have received training at the school through cooperation with the Texas Education Agency.

Currently, leaders in the printing and publishing industries have joined school administrators in encouraging high school graduates to prepare themselves for a printing career.

Curriculum of the Southwest School of Printing is based on the general printing course, which includes on-the-job practical training under experienced instructors in hand composition, machine composition and press work. A course in printer's English also is required work for all students. In addition, specialized courses are offered in each of the three major divisions. The general printing course includes 600 hours of instruction in hand composition and floorwork, 390 hours in press work and 790 hours in composing machine operation.

Pat Taggart, business manager of the *Waco News-Tribune*, is Southwest's recently re-elected president. Other officers of the school are E. M. (Ted) Dealey, publisher of the *Dallas Morning News*, vice president, and William Egan, president of Egan Printing Company in Dallas, secretary-treasurer.



DISCUSSING "TYPE FACES," Scott's recently published type specimen book is Marvin Scott, left, and Bill Wagley.

John A. Scott Company Promotes Three Executives

THE John A. Scott Company, typographers, has announced three promotions and broadening of its services to advertisers, advertising agencies and printers.

Marvin T. Scott has been elevated from secretary of the company to vice president. Bill Wagley, sales manager, has been made secretary and Jack Berry has been appointed account service executive.

The company has complete day and night service, specializing in linotype,

monotype, monotabular composition and newspaper mats, stereotypes and plastic reproduction plates.

Early this summer, Scott distributed a new 500-page type specimen book, called "Type Faces," which is being furnished to its customers throughout the Southwest.

Mr. Scott and Mr. Berry have had more than 20 years experience in creative printing, layout and typography. Mr. Wagley, who will continue to serve the company as sales manager, joined the typography firm in 1948 after having gained extensive experience in newspaper advertising.

In his new position, Mr. Berry will be available for consultation in all matters of layout and type selection for greater impact and results. He will continue as night superintendent of the plant.

Herb Hill is Scott's day superintendent and also an account manager.

John A. Scott is president of the company bearing his name. The company's offices and plant is located at 3812 Taylor Street.

JACK BERRY





Neiman-Marcus Texas

By Frank X. Tolbert, published by Holt, \$2.95.

THE Dallas institution most talked about abroad and the town's leading writing professional get together in print in this book. "The store," of course, you already know. Tolbert is a big, slow-moving, hairtrigger-minded Dallas man who writes and edits for the *Dallas News* and also steadily supplies the largest of the American magazines with some of their more readable short stories and articles. The combination of Tolbert and Neiman-Marcus makes for a rare thing among books about business houses. It is a book to be read rather than shown to visitors of the firm.

The book about a business firm is a special breed of publication. Most businesses have a longer book that they don't want written than the one they would like. This isn't because the business houses have anything scandalous to hide, either. The manager of a business has to think about the effect of the book on his customers and his competitors, and the average firm is about as receptive to humor at its expense as high military brass is. As a result, the average book on a business house is a sedate history based on safe and inherently uninteresting material and written with rather more awe than Gibbon showed for the Roman Empire.

Tolbert's book did not entirely escape this hazard, and its main fault is a few patches of bad editing where excisions were made. On the whole, though, the Marci, as Tolbert calls them, had the good taste that they show in almost everything. They let Tolbert have his head. The Neiman-Marcus that emerges is a human, friendly place; and the book that emerges, a mixture of store history, personalities and the better Neiman anecdotes, all frothy, lively and fun to read.

Tolbert is an author that a businessman, or anyone else, can understand. He writes as another man might practice law, as a career, without any monkey business. He is capable of writing for almost any publication but understandably

(Continued on Page 39)



Visitors literally by the thousands have been flocking into Dallas for summer conventions. Just as one convention pulls out another seems to be setting up its registration tables. The Statler Hotel's announcement that it will begin its new Dallas facility in October adds new interest to convention possibilities for the future.

*

The American Fashion Association, for instance, has just closed its winter market, the six-day show that brought some 5,000 money-spending buyers to Dallas. Although the group chooses Dallas four times a year for its big markets, Dallas merchants never tire of the news that market week is coming up.

*

A few of the major conventions scheduled in September include the International Association of Printing House Craftsmen which is expected to attract 1,500 visitors from September 13-16; the National Fraternal Congress, reserving accommodations for 500 from September 13-17, and the Texas Academy of General Practice, which will bring 1,000 doctors to Dallas from September 20-23.

*

Convention gatherings in August emphasized the approaching school season. More than 1,000 high school vocational agriculture teachers came to Dallas to map plans for 1953-54. Think of the Dallas impressions these teachers will take back to students in 849 high schools throughout the state.

Homemaking teachers from high schools and colleges chose Dallas for a five-day training conference this month. Sponsored by the Texas Education Agency, it attracted 800 teachers.

*

Last month's convention of the Texas Pharmaceutical Association emphasized the value of professional meetings in Dallas. More than 1,500 druggists came to town to see 200 lines of new fall and holiday merchandise exhibits.

That same month, more than 2,000 members of the Retail Furniture Association of Texas flocked to Fair Park to view the latest lines of new furniture.

Another mass invitation from Dallas has been extended to 1,500 Latin American cattlemen and government officials to attend the State Fair's Pan-American Livestock Exposition in October. In addition, 8,000 brochures printed in Spanish have been distributed in Central and South America by Braniff, Delta and Pan-American airlines and Lykes Steamship Lines.

*

Dallas has room for other visitors besides those attending the conventions. Top officials of the Studebaker Corporation came here to discuss retail business problems with dealers from Texas and Southern New Mexico. Included in the group of executives were Harold S. Vance, Studebaker president; Paul G. Hoffman, chairman of the board of directors; K. B. Elliott, vice president in charge of sales; H. E. Churchill, vice president in charge of engineering, and Paul R. Davis, general sales manager.

*

On a tour of the nation, Federal Housing Chief Albert M. Cole, national head of the Housing and Home Finance Agency, came to Dallas for a two-day visit with home builders in the metropolitan area. Dallas was one of his stops on a tour to get a firsthand view of the national building situation.

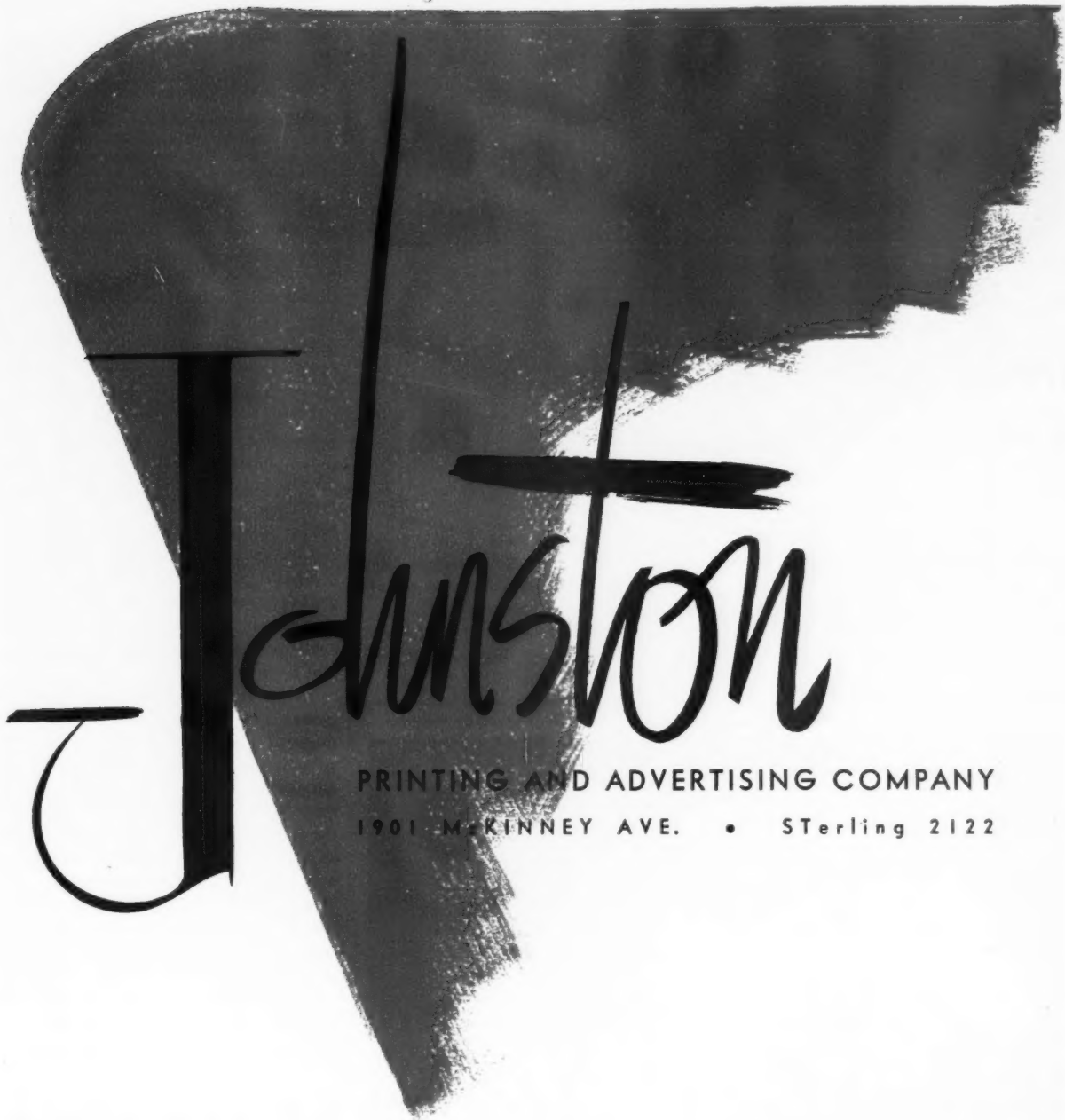
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Dallas will be the scene of the Southwest division of the "Amateur Baseball World Series." This tournament will include teams from California, Arizona, New Mexico, Texas, Alabama, Oklahoma, Louisiana, and Missouri. It will be played at Reverchon Park, September 4-8.

Location of the tournament in Dallas came as a result of an almost universal request on the part of neighboring states. All of them look to Dallas as the sports center of the Southwest and in a vote taken in the eight states, Dallas was the unanimous selection.

The tournament not only will bring national publicity to Dallas but will also mean the expenditure of some \$25,000 among merchants here during its running.

- Capacity for the BIGGEST jobs
- Personal Service for the smallest
- Quality for all jobs



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FINE COLOR PRINTING ON MULTI-COLOR PRESSES



S.A.I.E. WORKSHOP MEETINGS feature informal discussions of layout, typography, art techniques and copy. Participants above are, left to right, Bob Jones, First National Bank; Frank Erwin, William S. Henson, Inc.; Bill Wagley, John A. Scott Company; Roy Blanks, Blanks Engraving, and Paul Lay, artist.

Industrial Publications Create New Business Tool

By Bob Jones

THE company publication, more familiarly known as the "house organ," has really come of age.

The greatest single stimulus for the growth of industrial journalism was World War II. What developed as a ne-

cessity for helping hold a hastily recruited war-time labor force together, has developed into a highly effective and respected employee relations tool.

Dallas, well known for its progressive and forward looking management, has

PROFESSIONAL MEETINGS to improve the standard of company publications are an important part of S.A.I.E.'s program. Below third from left, Pat Zahrt, president of S.A.I.E., leads panel discussion.



"EDITOR OF THE YEAR" candidate from the Dallas area is Mrs. Martha Zahrt, editor of Braniff Airways' B-Liner. She will represent Dallas in a nationwide contest sponsored by the Society of Associated Industrial Editors.

become headquarters for an ever increasing number of company publications. The local roster of the Society of Associated Editors lists some 70 members. This organization, dedicated to the advancement of the profession of industrial editing and the improvement of industrial publications, cuts across almost every segment of Dallas business.

Representing the great Dallas insurance and banking fields are no less than 17 publications. The aircraft industry, petroleum, transportation (rail and air), public utilities, soft drink bottling, automobile industry and many others have company publications in this area. Service organizations such as the Chamber of Commerce, Red Cross, and Community Chest also produce top-notch magazines and newsletters.

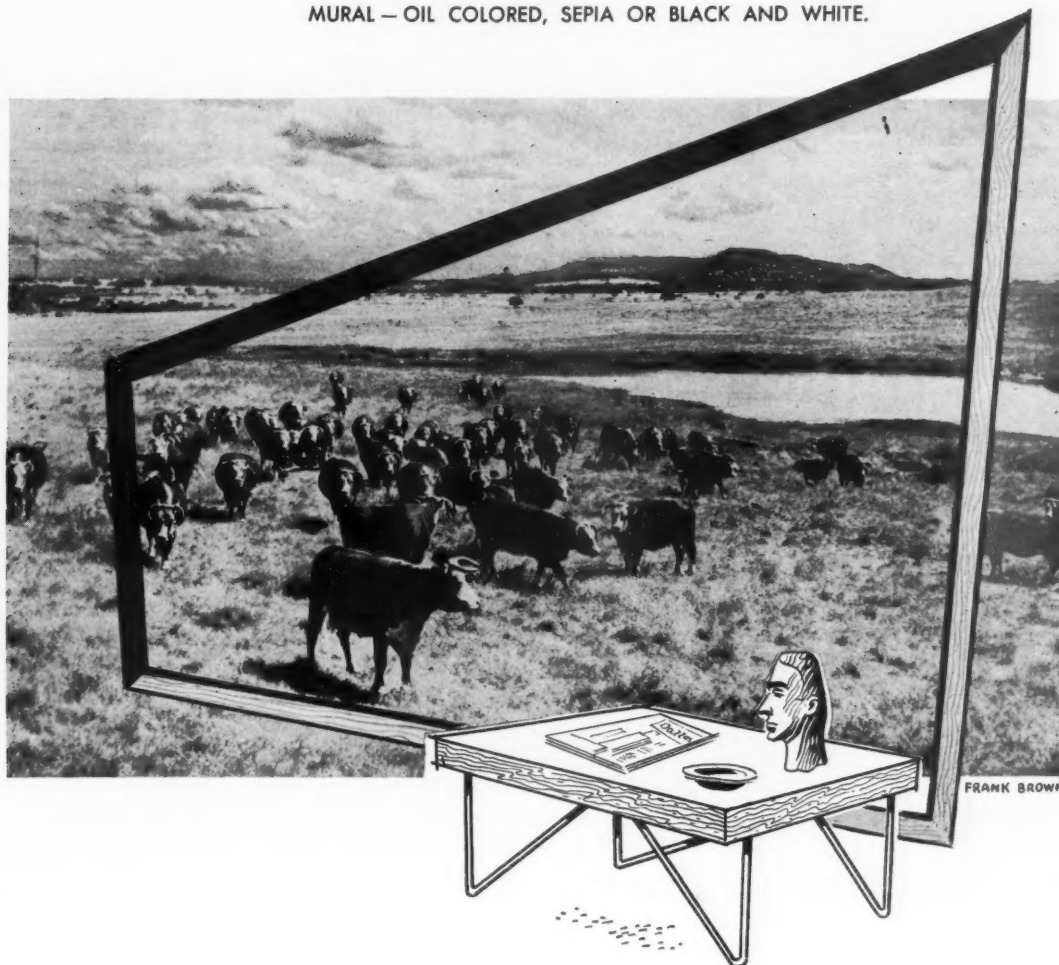
Many of these publications have regional and national circulation. The magazines of many of Dallas' large insurance companies, for instance, go to almost every state in the union, keeping their field representatives in touch with the home office. One oil company sends its publication to production crews operating as far away as Canada.

Another branch of industrial journalism, the trade publication, is also well represented in Dallas. What the house organ does for the employees of a company, the trade journal does for companies engaged in the same type of business.

Since the war, Dallas has become one of the big company publication towns in the nation. Dallas' progressive graphic arts industry is one of the big reasons why. Many of these companies — with publications of their own — keep in constant touch with the editing field through membership in S.A.I.E.

add a touch of the great out doors to your home or office

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MURAL — OIL COLORED, SEPIA OR BLACK AND WHITE.



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SPORTS, CATTLE, OIL — around a warm camp

fire or cool relaxing scenics. Life-size
cutouts of children or grownups available.

Our staff of specialists in all lines of photography
are ready to solve your photographic problems.

A wide selection of suitable moulding
is available in our new picture framing department.

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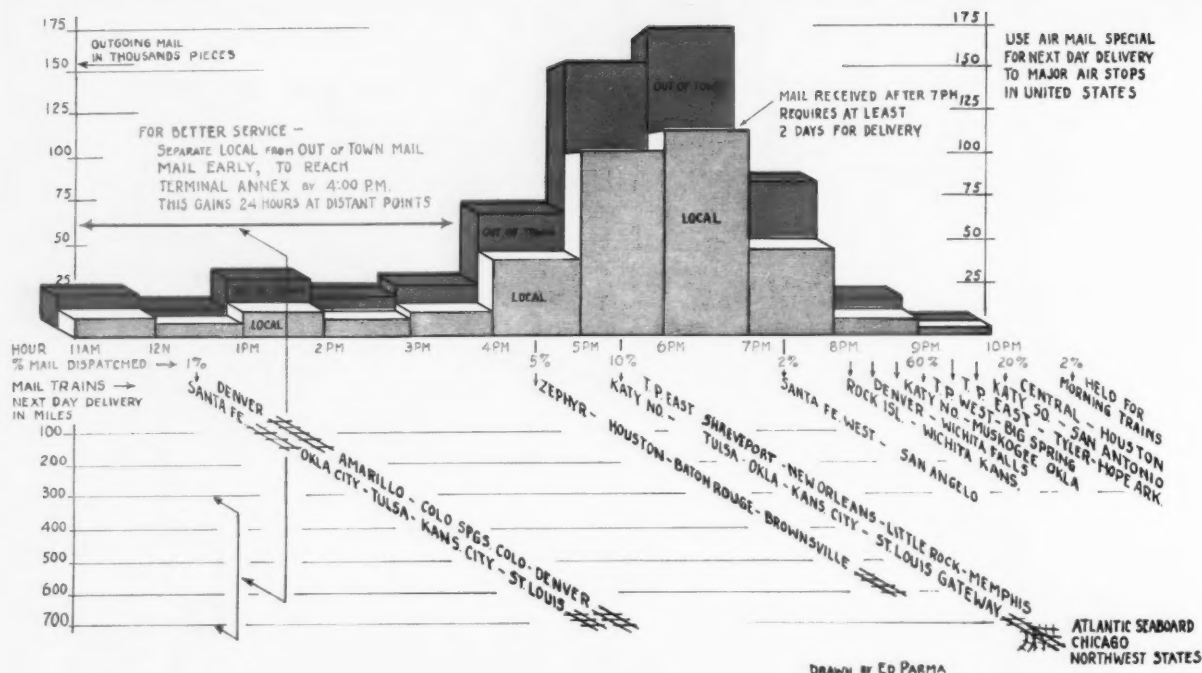
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DALLAS 5, TEXAS



Post Office Lists Ways to Speed Mail

METHODS of speeding delivery of both local and out-of-town mail were announced this month by J. Howard Payne, Dallas postmaster.

Pointing to the wide fluctuation in the volume of mail handled at different hours during the day, Mr. Payne said that Dallas businessmen could speed up their mail delivery by as much as 24 hours if they mailed during early hours.

In the above chart prepared especially for DALLAS magazine by the U. S. Post Office, the effects of peak afternoon mailing show that as much as two days delay may be caused by the large volume of mail reaching the post office from 5 to 7 p.m.

Mr. Payne urged Dallas businessmen to practice mailing twice daily in place of only once.

By getting letters to the post office at noon or by as early as 4 o'clock, delivery to most points would be speeded up by a full day.

For concerns that use post office meters, no additional bookkeeping is required for the additional mailings, since the entire day's mailing can be included

on one report to be filed with the post office with the last mailing of the day.

In addition to a large volume of local business mail handled daily by the post office, many major publications are using Dallas as a central mailing point for towns in a 600-mile radius. *Charm*, *Mademoiselle*, *Living for Young Home Makers*, *Woman's Home Companion*, *Popular Mechanics*, *The Ladies' Home Journal*, *Country Gentleman*, *Saturday Evening Post*, *Better Homes and Gardens*, *Esquire* and *Seventeen* all mail from Dallas. These publications are passing water freight rates to a port city because of Dallas' superior location as a mail distribution point.

Turning from publications to advertising material in the form of catalogs, last year 892,285 printed elsewhere were shipped to Dallas, usually in carload lots and placed in the mails here. The revenue from these mailings was \$134,339.95. 535,000 Sears, Roebuck catalogs represented approximately 90% of the total weight.

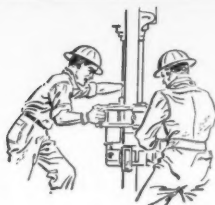
Much third and fourth-class mail shipped in from Oklahoma City, Chattanooga, Chicago, New York, et cetera,

enters the mails through the Dallas post office. Merchandise shipped into Dallas by motor freight and distributed from here as parcel post runs into large volume.

In one month alone, clothing, cosmetics, preserves, patterns, posters, et cetera, coming from 10 firms in Massachusetts, New Jersey, Oregon, Missouri, Illinois, New York and Connecticut, and totaling more than 45 tons in weight were mailed in Dallas. There is an Oregon orchard which mails a carload of fruit (perishables) each month. Postage on this merchandise when entered in the Dallas mails amounts to about \$5,500 annually.

Another new service for Dallas citizens is late pick-ups from residential boxes. Mail from some 126 boxes placed strategically throughout the city is picked up between 8 and 9 p.m. nightly.

Boxes receiving the late service are designated with two yellow circles on the side. This is another service that gives next-day delivery to many Dallas addresses and improves the service on out-of-town mail.



Oil powers its progress . . . your bank helps you produce it!

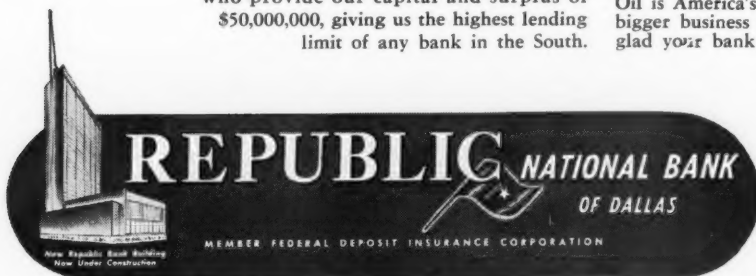
Oil lies buried under one . . . two . . . three miles of dirt and rock. Finding it—recovering it—is a job for men of courage and skill—oilmen—with the will to work and the right to profit.

It is also a job for money. Lots of it. And hundreds of millions of dollars of it have come from our bank. It is supplied by our depositors—and by our stockholders who provide our capital and surplus of \$50,000,000, giving us the highest lending limit of any bank in the South.

Years ago the Republic pioneered the first oil production loans by commercial banks. Since then our bank has made so many oil loans—in every oil-producing state in the nation—that oil men call us "The Oil Bank."

We like that name. It tells the story of Republic's leadership in working for this dynamic industry. It tells, too, of the many ways our bank works for *you*—for every oilman!

Oil is America's fortune. It means better living—bigger business for every American. We're glad your bank has a hand in it.



Fred W. Wareney
PRESIDENT

Capital and Surplus \$50,000,000 — Largest in the South

Gibraltar Life to Dedicate \$3,000,000 Office Building

THE new home office building of Gibraltar Life Insurance Company of America will be formally dedicated the latter part of September, President William E. Nettle has announced.

Dedication ceremonies have been tentatively scheduled for September 25, according to Mr. Nettle, who founded the company almost seven years ago. At that time, Dallas and Texas insurance executives, civic leaders and other business

friends of Gibraltar Life will be entertained at several open houses.

This month, the recently completed 11-story home office building at Bryan and Harwood was the scene of the annual Gibraltar Life Company convention, attended by 85 leading producers of the company.

It was announced at the convention that the company has established a home office general agency in Dallas, under the



WILLIAM E. NETTLE

ELEVEN MODERN STORIES of steel, masonry, granite, aluminum, glass and limestone, Gibraltar Life's recently completed home office building at Bryan and Harwood climaxes the seven-year-old Company's rapid growth.



supervision of W. A. Lewis, agency director for the company, and Merton Bell, company educational director.

Gibraltar occupies the second and third floors of the \$3,000,000 building, which is Dallas' newest skyline addition. Contemporary and functional in design, the structure is built of steel, masonry, granite, aluminum, glass and limestone. Vertical fins serve to partially shade office windows and also enclose the building's air conditioning ducts. Planned so that nine additional floors may be constructed later, the building has space for stores and service establishments on the ground level, with both street and lobby entrances.

One of the service features of the Gibraltar building is an off-street loading dock on Harwood. A basement elevator rises to truck-bed level for loading and unloading convenience. Storage space for building tenants is available in the basement, part of which is occupied by the insurance company's files, supplies, mailing room operations and its printing department.

Completely air conditioned, the building features acoustical ceilings and fluorescent lighting throughout. Thomas, Jameson and Merrill, architectural-engineering firm, designed the building.

The rapid growth of Gibraltar Life Insurance Company — climaxed by the opening of the company's Dallas home offices is reflected in the steadily-increasing volume of the company's insurance in force. At the end of 1947, the company's first full year of operations, insurance in force totaled \$3,621,427. The figure has jumped steadily each year since. As of June 30, 1953, the insurance in force was approximately \$55,000,000.

DALLAS • AUGUST, 1953

7 MILES

*From the Heart
of
Downtown Dallas*



CONVENIENT LOVE FIELD

Get Full Value and Time Saving
for your Air Transportation
Dollar. INSIST on Service to
and from Love Field . . . Dallas'
Convenient In-Town Air Terminal.

Aviation Committee

DALLAS CHAMBER OF COMMERCE





Sylvania Opens New Distribution Warehouse

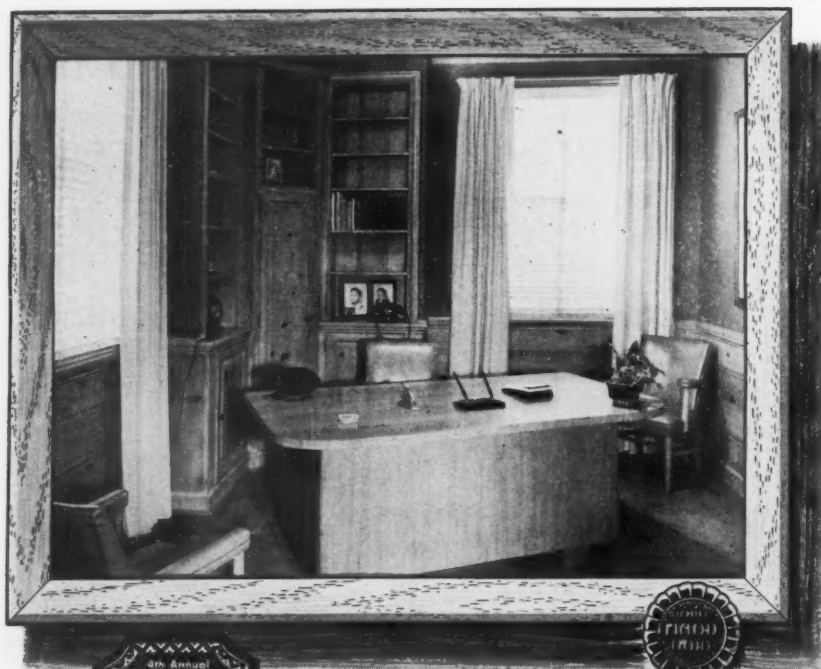
Sylvania Electric Products, Inc., has opened a new 45,000-square-foot sales office and distribution warehouse at 100 Fordyce Street in the Trinity Industrial District. E. V. McCright is owner and general contractor of the modern red brick building which was built to the company's specifications. Manufacturers of lighting, radio, electronic and television products, with corporate offices in New York City, Sylvania opened its first Texas distribution facility in Dallas 18 months ago. The new building will be headquarters for district sales

operations as well as service operations and will house stocks of electronic items and test equipment for serving customers in Texas, New Mexico, Louisiana, Arkansas and Oklahoma. Offices are lighted with Sylvania fluorescent fixtures and are air conditioned. Four freight cars can be handled simultaneously on the rail trackage provided and six road trailers from the large truck docks. David L. Flook is division service manager of the company. Sales managers are T. J. Ewbank, district lighting; F. J. Hyland, photolamp sales; J. A. Still, radio tube division, and J. J. O'Connor, television set sales.

JOSEPH FERRARI, formerly a salesman for Reliance Manufacturing Company in Chicago, has joined the agency staff at Great National Life Insurance Company.

W. L. (CUZ) ROSS, formerly sales manager of Texas Metal and Manufacturing Company, has been named general manager of William Langley Photography.

MARIE PINKLEY has joined the Michael M. Michelow Publishing Company staff as editor of *Dallas East*, formerly *East Dallas Roundup*, and associate editor of *Dallas Home Builder*.



For the Treasurer A Treasure...

... of silver-grey walnut wood tones complimented by dark green walls, egg-shell draperies, grey rug and pine green leather upholstered chairs. Here, Mrs. H. J. Silver, Treasurer of the Intercontinental Manufacturing Company, works in cool, restful comfort. This office illustrates the modern trend to superior office furnishing... an office decorated by Stewart Office Supply Company.

CALL
Stewart's

STATIONERS • OFFICE OUTFITTERS

DALLAS • AUGUST, 1953

1523 COMMERCE STREET

PHONE PR-8581

Dallas College Begins Fall Term September 17

Dallas College, with an expanded program of adult education courses, will begin registration for its fall term September 17.

The curriculum, planned to allow adults to earn a college degree in the evening hours, also includes special courses slanted to fill specific professional needs or cultural interest for people in the Dallas area.

Courses include everything from child psychology and management of personal finances to economic geology and stenography.

A program through which students may obtain professional certificates is also included in the school's schedule. Certificates may be earned in retail merchandising, real estate, secretarial training and several technical fields of engineering.

Another feature of this fall's curriculum is a series of eight lectures by S.M.U. professors. The series includes lectures on subjects ranging from "Great Novels" to "Recent Developments in Science."

★

Harris-Seybold Moves To New Building

The Harris-Seybold Company, which claims to be the world's largest manufacturer of offset lithographic printing presses and power paper cutters, has moved to a new office and warehouse building. Jacob A. Anderson was architect. Industrial Park section of the Trinity Industrial District.

Herbert A. Asten, southwestern branch manager, reported the one-story masonry building contains 2,500 square feet with air conditioned offices and display rooms.

Trammel Crow is the owner of the building. Jacob A. Anderson was architect and McFadden and Miller Construction Company was general contractor. Lease negotiations for both parties were handled by Bill Campbell, Jr., of the Moser Company, realtors.

Harris-Seybold's principal offices are in Cleveland, Ohio. The Dallas branch serves Texas, Oklahoma, Arkansas and the western half of Louisiana. The company primarily produces heavy machinery, although small supplies such as hollow drills and lithographic chemicals are also manufactured.

Firm Leases New Space. The Charles Curtain Company, makers of curtains, drapes and bedspreads since 1935, has leased the entire seventh floor of the Dal-Tex Mart at 501 Elm Street. Mrs. Robert I. Ross, secretary and treasurer of the company, announced the move to the new quarters.

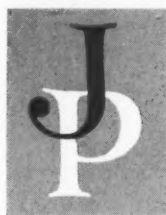
★

Named Representatives. The R. P. Anderson Company, packaging machinery firm, has been appointed official representatives in the Texas-Oklahoma-Louisiana area for the Angelus Sanitary Can Machine Company of Los Angeles.

Furniture Store Opens. William Tanner and Company has opened a furniture and floor covering store at 6721 Preston Road. The firm with stores in Gainesville and Abilene, features modern and traditional furniture, decorative accessories and a wide variety of floor coverings.

★

Named Distributor. Taylor's, Inc., 166 Howell Street in the Trinity Industrial District, has been appointed distributor of television and radio receivers manufactured by Sylvania Electric Products, Inc. The firm is also a distributor for gas and electrical appliances.



has
moved
to



For greater efficiency in giving you
complete lithographic printing service.
Come see us!

the JARVIS PRESS, inc.

2134 Irving Blvd., Dallas, Texas

*in the new Trinity Industrial area



BUILDING PLANS get the once-over by Dr. Edwin L. Rippey, standing, Board of Education president, and newest members, left to right, Rouse Howell and Van M. Lamm, Dallas builders, and R. L. Dillard, Jr., attorney.

of the district and its 90,491 school-age children — policies that Dr. W. T. White, superintendent, and his staff must carry out with speed and efficiency to meet educational demands in a city where a classroom full of children are born daily.

While private business last spring was digging into downtown Dallas to the tune of \$30,000,000 worth of construction work, the public schools were closing out a building improvement project totaling \$25,000,000, sprinkling the city with new schools and additions.

Comparative major private construction jobs are the extension to Titche-Goettinger Company, the Republic Bank Building, and Corrigan office building.

Big school construction problems last spring centered on four junior high schools — Thomas J. Rusk, W. H. Gaston, L. V. Stockard and one in Walnut Hill, yet unnamed.

The opening of the city's 102 public schools on September 9 will signal the close of a 1949 \$16,500,000 improvement bond project, with the exception of La Reunion Elementary School. And the

Dallas Leads State in School Building

By Frankie Waits

NINE Dallas professional men and women are setting the pace for the city's biggest and fastest growing business — the public schools.

And their booming enterprise is actually the baby of the bunch among Dallas' larger public institutions. Although it's the second largest school district in Texas (Houston is first), Dallas building jobs total more than any other school district in Texas and amount to the most vast single construction project in Dallas.

Leading the fast-stepping parade of the Dallas Independent School District is the nine-member Board of Education, a policy-making group.

They chart the route and set the speed for improving the multi-million dollar educational system. It is a race to keep building in step with rapid rises in student enrollment that averages 4,000 to 5,000 additional kids each year.

Their business, all voluntary, is to set school policy that will guide the future

building budget has a balance of \$500,000 despite soaring costs and the Korean War.

In fact, the school building boom has continued without interruption since the end of World War II. But schoolmen, architects, contractors and builders have been harassed every step of the way by rising costs of material, labor and equipment.

Since the district was established in 1947 by separation from the city, two

A MAJOR ELEMENTARY school, Elisha M. Pease will house a capacity of 1,000 students. Built at a cost of \$583,382, the school opened February 1, 1953.



NEWEST NEGRO elementary school in current use is the H. S. Thompson building which opened in 1952. The \$700,000 structure contains facilities for crippled children.



bond programs totaling \$26,500,000 have been completed. Out of that have come 53 projects, 24 of which were new schools. Another \$24,830,000 (voted in October) will produce 30 new schools by the opening of the 1955-56 year.

Officials and board members hope this progress will meet the mounting wave of student enrollment. The greatest factor in bristling registration is the crop of "war babies" born during World War II. This group will enter junior high this fall. In two years they will move to senior high school and space will be at a premium.

By working closely with the administration and cooperating with the City Plan Commission, the Board of Education spots future building sites, first in communities bulging with student population. Sites must be purchased in strategic locations — not more than one mile from each other. The board will buy 300 acres this year (186 acres have already been contracted for) to build the 30 new schools.

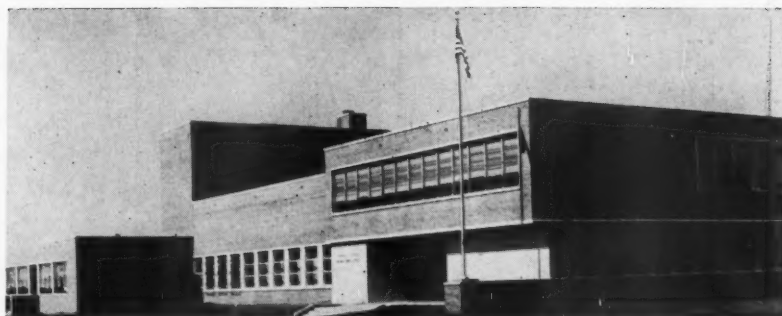
The six-year-old independent school district has a current valuation of \$925,000,000. Its boundaries have spread over 190-square-miles of Dallas County.

Throughout the three construction projects of 1947, 1949 and 1952, with jobs totaling \$51,830,000, the district has raised taxes 31 cents in the past seven years.

Current rate of \$1.31 per \$100 valuation is the fourth time school taxes have been increased and the first boost since 1950.

Heading the board this year as president is Dr. Edwin L. Rippey, a physician. Mrs. Tracy H. Rutherford, secretary-treasurer of the Rutherford Metropolitan School of Business, is board vice president.

PRELIMINARY PLANS for the L. V. Stockard Junior High School have been approved and Architects Buford and Feinberg are making working drawings of the structure with a capacity of 1,400 pupils.



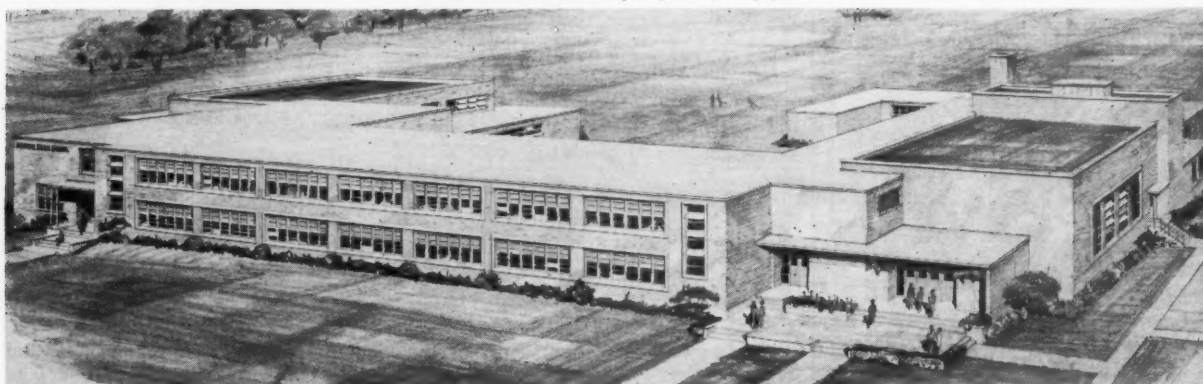
A \$1,057,000 SCHOOL, Thomas J. Rusk Junior High includes metal and wood shops and homemaking classrooms. It is representative of Dallas' comprehensive-type junior high schools.



NEWEST IN DALLAS, the Stephen C. Foster Elementary School was completed in August and is ready for final inspection by the Board of Education. The major unit cost \$525,043.



OPENING SEPTEMBER 9, the \$624,526 Casa View Elementary School is built for a capacity crowd of 1,000 pupils. The structure contains innovations in classroom lighting.



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Republic Bank Names Three Officers

Robert R. Ferguson, left, John M. Zuber, center, and Robert S. Davis have been named trust officers and vice presidents of the Republic National Bank of Dallas. Mr. Zuber comes to the new post from the American National Bank of Indianapolis, where he has been in charge of the trust department since 1945. Mr. Ferguson, a native of Iowa, became affiliated with Republic in 1946. He was elected a trust officer in 1951. Mr. Davis joined Republic April 1 of this year as a trust officer. Before coming to Republic, he was vice president and trust officer of the First National Bank & Trust Company of Lexington, Kentucky.

Parade of Homes Opens Next Month In Oak Cliff

Dallas' 1953 Parade of Homes, a parade of model residences being built on Pentagon Parkway in South Oak Cliff, will be open to the public September 19-27.

Twelve builders have been rushing construction on the homes to have them ready in time for Dallas' observance of National Home Week. Builders across the nation will be staging Parades of Homes at the same time.

Distinctive features of this year's Parade of Homes will include a large percentage of year-round air-conditioned homes in price ranges under \$18,000.

Three of the model houses will be of frame construction in the \$9,500 to \$11,500 class, while the remainder will range up to \$20,000.

The purpose of the Parade of Homes is to demonstrate to the public that innovations in homes can be presented within chosen price fields each year.

The innovations this year include design improvements, new structural methods and materials. Use of outside space around the model homes also will be accentuated.

★

Opens Sixth Shop. Napko Paint Company has opened its sixth store in Dallas at 3206 Falls Drive. A. M. Hightower, a paint contractor in Dallas for several years, has been named manager of the store.

Casa View Area Gets New Shopping Center

A 35-acre suburban shopping center is being built at Gus Thomasson and Ferguson Roads to serve the rapidly growing Casa View section of East Dallas.

A five-square-mile section north of Buckner Boulevard and U. S. Highway 67 has grown from four homes in July, 1949, to more than 3,200. Some 400 new homes are under construction and 4,300 other homesites are being planned. More than 30 builders are participating in the projects.

Ben Tisinger, developer of the center, is negotiating with appliance and children's clothing stores and a number of other firms to provide the community a complete shopping service. Drive-in groceries and service stations already have been built and Wyatt Food Stores is planning to locate its largest retail outlet there.

The new shopping center will provide parking space for 2,500 cars.

Homes will range in price from \$9,000 to \$13,000. Five school sites and numerous church locations have been reserved.

★

Tool Company Expands. Merla Tool Company has purchased a 15-acre tract on Abernathy for expansion purposes. The tract was acquired from Roseland Greenhouse Corporation. Pete Hawk of Henry S. Miller Company handled negotiations. The property is served by the Katy Railroad.



CITY COUNCILMAN W. C. (Dub) Miller, left, Col. D. Harold Byrd, vice chairman of the National Executive Board of the Civil Air Patrol, and Roy Jenkins, manager of the Dallas Chamber of Commerce's Foreign Department, talked with Madame Sabiha Gokcen, Turkey's first woman flier, at a recent dinner honoring visiting Turkish air cadets.

Chamber Honors Turkish Fliers

FIVE Turkish aviation cadets and three aviation officials from that country, all on a 10-day tour of Texas sponsored by the Civil Air Patrol, were honored recently by the Dallas Chamber of Commerce with a dinner at the Dallas Athletic Club.

The Turkish group spent 15 days in this country under a C.A.P. exchange program touring various aviation facilities.

The Turkish fliers included Madame Sabiha Gokcen; Latif Akuzum, vice president of the Turkish Air League, and Cevat Akman, a Turkish Air Force major.



VICE PRESIDENT Latif Akuzum, left, of the Turkish Air League, met with Col. E. O. Rushing, center, Regional Commander of the Southwestern Region of the C.A.P., and Col. Jim Camp, Texas Wing Commander of the C.A.P., at the dinner given recently by the Chamber of Commerce at the Dallas Athletic Club in honor of five Turkish air cadets and Turkish aviation officials.



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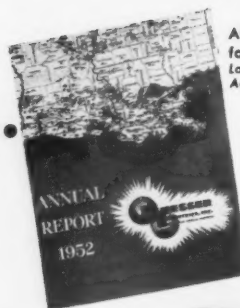
EMPLOYMENT SERVICE



ANNUAL REPORT
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Salesbook Co.
Mr. Leonard F. Gehrig,
Comptroller



ANNUAL REPORT for
First National Bank in Dallas
Rogers and Smith Advertising
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ANNUAL REPORT
for Dresser Industries, Inc.
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ANNUAL REPORT
for Delhi Oil Corporation
The staff of Delhi Oil Corp.



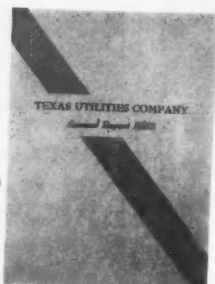
ANNUAL REPORT for
Texas Employers'
Insurance Association
G. C. Pruett,
Advertising Manager



ANNUAL REPORT for
Southland Life Insurance Co.
Ira DeJernett Advertising Agency



ANNUAL REPORT for
Texas Power and Light Co.
The Advertising Staff of
Texas Power and Light Co.



ANNUAL REPORT for
Texas Utilities Co.
The Staff of Texas Utilities Co.

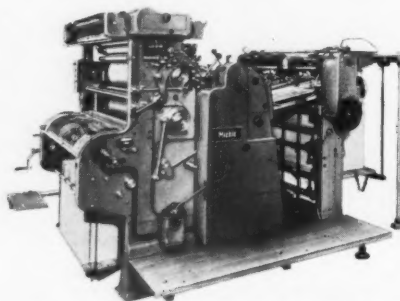


ANNUAL REPORT for
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R. P. Wall, Advertising Manager

1725 North Saint Paul Street, Dallas

William S. Henson, Inc.

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Clients Honor Ted Workman

Ted Workman, center, whose Ted Workman Advertising Agency recently was elected to the American Association of Advertising Agencies, was honored recently with a testimonial dinner given by his clients. With Mr. Workman, in the dark suit, are, left to right, Bud Hilker, advertising manager of the Eastman Oil Well Survey Company, Denver; Aubrey Wilson, general sales manager of the Wilson Manufacturing Company, Wichita Falls; Harry Lemmons, president of Saladmaster Sales, Inc., Dallas; John Wilson, president of Wilson Manufacturing Company and Charles Murray, of Lake Whitney Enterprises, Whitney, Texas.

New Process Developed. Scientists and engineers at Magnolia Petroleum Company's field research laboratory near Dallas, have developed a new method of petroleum production, called "in-situ combustion". The process may lead to the recovery of at least a part of America's estimated 4,000,000,000 barrels of "unrecoverable" oils, according to Scientists Carl Kuhn and Robert Koch. The development is a joint project of Socony-Vacuum and its affiliates, Magnolia and General Petroleum Corporation. More experimental work, aimed at determining the operation's economic value, is still going on at Magnolia's Dallas laboratories.

★

Architect Opens Offices. Stark West, architect, has opened new offices at 5526 Dyer Street. Mr. West specializes in contemporary architecture and is a graduate of the University of Texas School of Architecture. He was formerly associated with Ned Cole of Austin, Joe Gordon of Dallas and J. N. McCammon of Dallas.

★

Moves Home Office. National Foundation Insurance Company of Austin has moved its home office to 2307 Cedar Springs Road in Dallas. The six-year-old firm writes life, health, accident and hospitalization coverage.

Enters New State. Southland Life Insurance Company has been granted a license to do life, accident and health insurance business in the state of New Mexico. This is the second state the firm has entered this year, having received a license to operate in Tennessee last March, expanding Southland Life's operating territory to 10 states and the District of Columbia. During the first seven months of 1953 Southland Life has reported an increase in new business of approximately 20 per cent over the same period last year.

★

Love Field Revenue Up. Love Field's income in July of this year totaled \$38,153, more than \$10,000 above the revenue for the same month last year, Aviation Director George Coker reported. Through July of this year, the airport's total income has amounted to \$360,320. At the corresponding time last year the total was \$334,838. Air carrier movements also are running ahead of last year, Mr. Coker said.

★

Purchases Business. Herbert A. Durham has purchased the interest of J. R. Brown in the Brown and Durham Company and has changed the firm's name to the Herb Durham Company. The company specializes in business ideas, service awards and safety programs.

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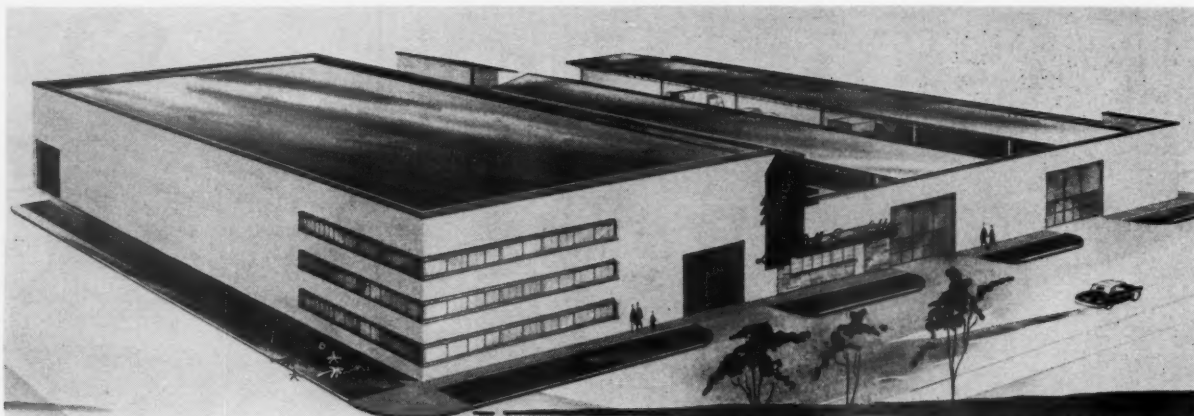
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D.P.&L. Builds Transportation Service Center

A \$500,000 transportation service center, now being constructed at Canton and Ervay Streets by the Dallas Power and Light Company, will be completed early next spring, according to company officials. The two-story building will house a central garage and shop for maintenance and storage of the utility firm's construction and automotive equipment. The building, of steel-frame construction with solid masonry walls,

will contain about 130,000 square feet of floor space. The construction contract is held by Cowdin Brothers. Architects are Harwood K. Smith and Joseph M. Mills. At present, the firm's automotive facilities are combined with the distribution service organization on Park Avenue. When the automotive facilities are completed, the present structure will be expanded for exclusive use by distribution unit repair facilities.

B. K. WAITE, former San Antonio terminal manager of Continental Trailways Bus System, has been appointed Dallas terminal manager.

EDDIE J. BAIRD, formerly advertising manager of Mrs. Baird's Bakeries, has joined Tracy-Locke Company, Dallas advertising firm, as account manager.

Lloyd M. Miller, branch manager of Southwestern Life Insurance Company, has announced that JOE MINTZ has joined the Dallas agency staff of the firm.

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Hobbs Trailer Equipment Company Expands

Hobbs Trailer Equipment Company, 1852 Plantation Road, has expanded its Dallas plant with a recently completed 1800-square-foot masonry addition. Featured in the new addition are six 15-foot service bays, each equipped with overhead doors and accessible to overhead cranes. According to Howard Case, branch manager of the Dallas plant,

twelve large truck trailers can now be serviced simultaneously in the new section of the plant. Hobbs' expansion program also included adding 10 employees to its Dallas payroll and installing new equipment for servicing trailers. The company now occupies a two-acre site and has 29,000 square feet of floor space.

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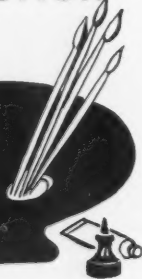
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Aluminum Company Opens Dallas Plant

AlSCO North Texas, Inc., has opened a new office and warehouse at 1831 Levee Street in the Trinity Industrial District. Al Small, president of AlSCO's North Texas division, said the 7,400-square-foot Dallas plant will be used to assemble aluminum products from AlSCO, Inc., plants located in Akron and Gnadenhutten, Ohio. The Akron company is a manufacturer of aluminum combination storm doors and aluminum extrusions. The new Dallas facility will distribute the finished products throughout North Texas. Owned by W. E. Reid, the plant was built by Williams and Wagner, general contractors. Lease negotiations were handled by Tom A. Whitley, associated with Howell H. Watson and Jack D. Watson, Dallas realtors.

Cleaning Firm Buys Adjacent Laundry

The Fishburn Cleaning and Laundry Company, 3200 Ross Avenue, has purchased the adjacent Ideal Laundry Company.

The purchase makes the firm the largest cleaning and laundry company in Texas, according to Denys Slater, president of Fishburn's. The transaction has expanded the Fishburn plant 400 feet on Ross and by 34,000 square feet of floor space.

Mr. Slater said that the expansion will enable the company to more than double its capacity of laundry service and also will allow more space for dry cleaning work.

Fishburn's now has 30 outlets throughout Dallas.

★

Leases Facilities. An office and warehouse have been opened at 4421 Greenville by Professional Paints, Inc., national manufacturer of paints sold only to painting contractors. Louis Devine, the firm's general sales manager, is managing the Dallas facility. Lease arrangements were made through Pete Hawk of the Henry S. Miller Company. Charles Joiner is the lessor.

Dallas Civil Service Serves New Region

Dallas' federal civil service office has added three states to its region as part of an Eisenhower administration reorganization designed to save the government \$250,000 a year.

To Texas, the office has added Oklahoma, Arkansas and Louisiana, territory formerly served by the New Orleans and St. Louis regional offices.

Although the New Orleans office has become a branch of the Dallas office, St. Louis has remained a regional office, taking over some territory served by the St. Paul office which has been closed.

The new region will have some 220,000 federal employees, according to Regional Director Paul Figg.

★

Unit Reactivated. Fleet Aircraft Service Squadron 701, a reserve unit, has been recommissioned at Dallas Naval Air Station. The outfit, originally commissioned December 1, 1949, was decommissioned after a year of active service that ended in February of this year. The organization is a maintenance group and takes care of every type of piston and jet airplane based on a carrier.



Chest Director Honored for 20-Year Record

Ben H. Wooten, left, congratulates Fred M. Lange, vice president and executive director of the Dallas Community Chest, on the completion of 20 years of public service. Mr. Lange was honored recently for his long record of community service with a reception given by the executive boards of the Salvation Army, the Southwestern Medical Foundation and the Chest. Dallas Chamber of Commerce President Wooten was the Chest's 1949 campaign chairman. Both men are active in Texas' United Defense Fund organization, Mr. Wooten as state chairman and Mr. Lange as secretary.

Opens Dallas Office. A sales promotion office has been opened in Dallas' Gulf States Building by the United States Radiator Corporation. R. R. Harnetiaux, head of the firm's air conditioning division, is the manager. Mr. Harnetiaux is covering the Gulf Coast, including Florida, Alabama, Mississippi, Louisiana, Oklahoma, Arkansas and Texas. At Detroit, W. C. McCord, president of the firm, said the office was opened because of the importance of air conditioning in the South and the accelerated growth of the market.

★

Calvert Moves. The southern division and Texas sales offices of Calvert Distillers Corporation have moved to new, larger quarters at 4710 Lemmon Avenue. Lee R. High is manager of the southern division which includes Texas, Arkansas, Louisiana and Tennessee. J. W. Baker, Jr., is manager of the Texas division. Lease arrangements with Leo F. Corrigan, owner, were handled by Pete Hawk of Henry S. Miller Company, realtors.

Construction Firm Organized. The formation of Transtex Construction Company, 8618 Westglen, has been announced by J. G. Farmer, owner-manager of the home-building firm. The company's first project will be building a series of masonry homes in the Westglen Park development. The firm will cooperate with Robert H. West, developer, and W. E. White, Jr., general contractor, in building the homes. Mr. Farmer, a Dallas native, has been with Mr. White in the home-building field six years.

★

Building New Plant. The Figaro Company, a Dallas firm now in its fiftieth year of operation, is building a plant at 111 Manufacturing Street in the Trinity Industrial District. Being built to the firm's specifications by Williams and Wagner, owners and general contractors, the new building includes air-conditioned offices, warehouse and manufacturing space. Facilities include rail trackage and truck docks. Manufacturers of sauces and dressings, the company is now located at 3500 Commerce Street.

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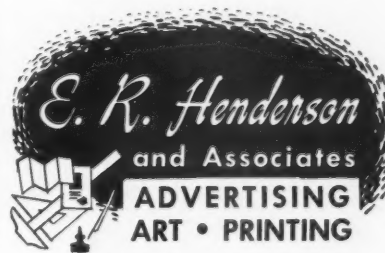


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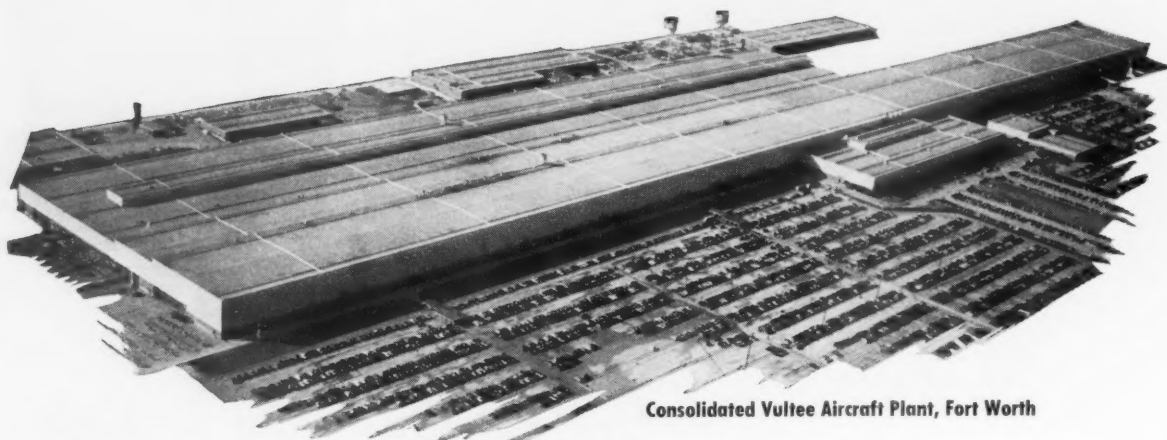


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LONE STAR GAS COMPANY



Wyatt's to Build Record-Size Store

The largest store in the Wyatt chain of 26 food stores is scheduled to open about December 1 in Dallas. The new store will be located in the new 35-acre suburban shopping center under construction at Gus Thomasson and Ferguson Roads. The center will be known as Casa View Hills Shopping Center. In a building of New Orleans type architecture and of masonry fireproof construction, the supermarket will occupy 24,000 square feet of space. The building will be situated on a

three-and-one-half acre tract and parking space will be provided for 250 automobiles. Robert E. Alexander, Jr., and James A. Russell are architects. Theodore H. Stueber, architect for Wyatt Food Stores, is the consulting architect on the project. Twenty Wyatt Food Stores are located in Dallas, one each in Fort Worth, Garland, Grand Prairie and Waxahachie. The company's twenty-fifth store is scheduled to open September 1 in Fort Worth.

REPRESENTATIVE TOM KING of Dallas was among the ten House members recently named to the Texas legislative council.

C. S. Hamilton Motor Company has announced the appointment of STERLING P. HIETT as general sales manager of the Chrysler-Plymouth dealership.

WILLIAM J. GLADWIN has joined the staff of Carothers and Company, securities firm with offices in the Mercantile Building.

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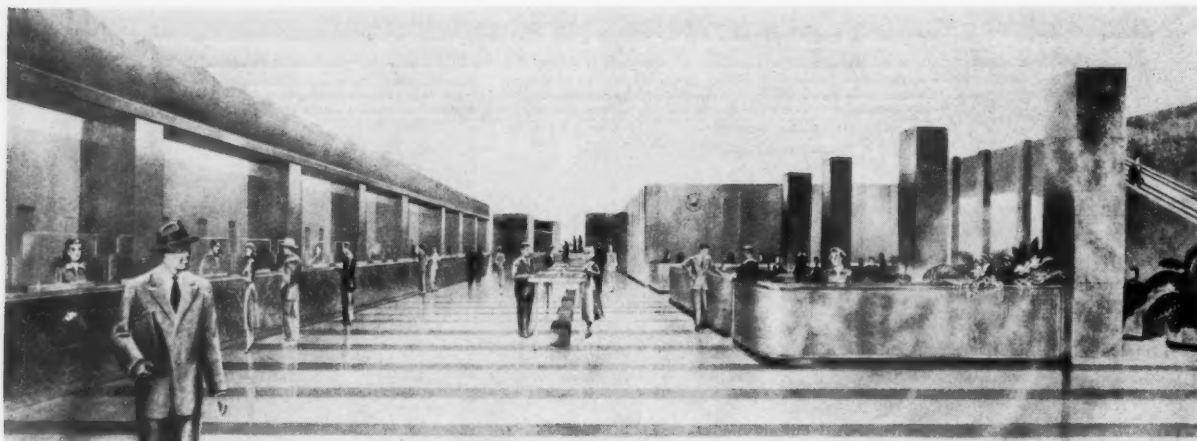
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First National Bank Remodels First Floor

Modernization of the first-floor banking quarters of the First National Bank in Dallas is now underway. A combination of wood paneling, marble and metal in warm colors will be used in remodeling the main banking room. The lobby area will be increased by about 50 per cent and 12 new teller windows will be added. The teller windows will have fronts of English Renfrew marble extending from the floor to counter height, with glass above. Walls of the main banking room will be a combination of English marble and Teak wood paneling. The floor will be of Belgium black and Vermont white

marble. Metal railings outlining offices will be of woven bronze and stainless steel. Present entrance-ways will be replaced with double sets of Pittcomatic glass doors, designed to open at the touch of the hand. Also included in remodeling plans are a Westinghouse "electric stairway" and three new automatic elevators. The next phase of First National's expansion and organization program, which has been in progress since 1950, is remodeling the upper floors of its main banking quarters.

Ad League Honored. The Dallas Advertising League won a second-place award at the annual convention of the Advertising Federation of America. The League was honored for campaigns on higher standards and public service. The Dallas group was one of eleven given awards at the federation's annual convention in Cleveland.

Recently Remodeled. El Chico Cafe at 5526 Lovers Lane at Inwood Road recently reopened after an extensive remodeling and redecorating program. One of eleven affiliated Mexican food restaurants, the cafe is owned by the Cuellar brothers, Alfred, W. J., Gilbert, Mack and Frank, who also operate Cuellar Foods, producer of nineteen kinds of Mexican foods.

Hotel Leases Garage. Alsonett Hotels, which recently leased the Jefferson Hotel, has leased the adjoining three-story, 140-car Jefferson Hotel Auto Storage Building at Jackson and Record. D. L. Connett, Alsonett vice president, said a passageway between the garage and hotel lobby is planned. Lewis J. Lain will continue as garage manager.

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New Suburban Office Building

The first section of the Suburban Building, a new office building at 5526 Dyer Street, near Central Expressway, has been completed and all office space leased. When the planned addition to the structure is completed, the building will represent an investment of about \$250,000 and will incorporate approximately 18,000 square feet of floor space. Plans include a patio entrance, with overhead offices, opening into the parking space at the rear. Of Roman brick construction, the building has special design aluminum trim windows, is air conditioned, and contains acoustical control and rubber tile floors in all office units. The Manning Grinnan Company is owner of the building; the Mangrin Corporation, general contractor, and Emil Fretz, Jr., architect.

New Plant Opens. The Collins-Moore Cleaning Machinery Company has leased a 12,000-square-foot building at 915 South Peak Street and has begun production of laundry and dry cleaning machinery and equipment. Henry S. Miller Company, realtors, handled lease negotiations.

Dress Shop Opens. Amie's Dress and Maternity Shop is the newest business to open in the East Grand shopping center. The shop carries national lines of ladies' ready-to-wear fashions and specializes in maternity and infants' items. Ed Malouf, Jr., is the owner and Mrs. Ida Leftwich, manager.

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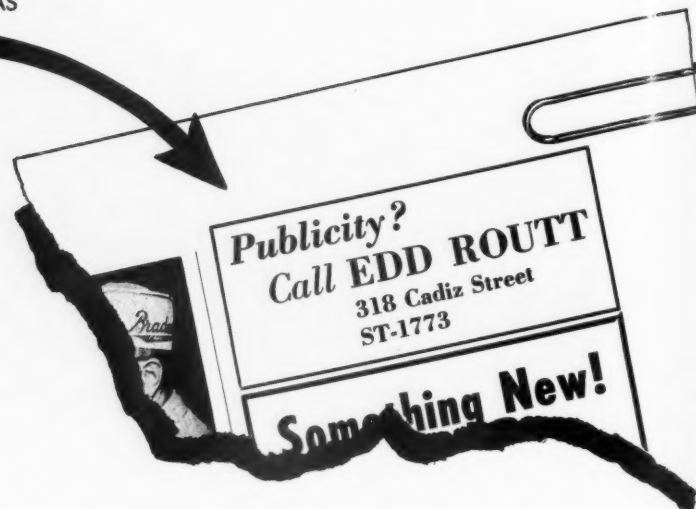
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Books

(Continued from Page 14)

prefers \$1,000 from the *Saturday Evening Post* to the \$200 that he might get from one of the more literary monthlies. His steady production for such magazines as the *Post*, *Collier's*, *Look* and *True* give him a five figure income, and certain Tolbert stories appearing in the big magazines have been superior to certain other Texas stories appearing in the *Atlantic Monthly*.

An anthropology major who failed the only college course in journalism that he ever took, Tolbert is now one of the country's most competent journalists. He worked on newspapers in Amarillo, Wichita Falls and Fort Worth before World War II. During the war, he was managing editor of *Leatherneck*, the Marine Corps equivalent of *Yank*. He could have been production manager of one of the nation's larger magazines afterward but preferred to come back to Texas, first to a ranch near Lubbock. After he had grown tired of keeping windmills in repair, he moved to Dallas and took a job with the *News*, not particularly to be near Neiman-Marcus though that turned out fortunately.

Tolbert is an entertaining writer, a fine copy editor, an excellent practitioner of picture journalism and an ingenious layout man. He is capable of writing a section of a magazine article or short story in the few minutes between newspaper assignments. He writes swiftly and needs little revision. He first-drafted "Neiman-Marcus Texas" in five days.

He and his wife, Kay, and their two youngsters live on Robin Road.

This is his first book, but Tolbert didn't write just one first book. He wrote two. *Bigamy Jones*, an unusual comic western novel, will appear later in the fall. — Paul Crume.

★

Opens New Shop. A new Normalee Shop has been opened at 5419 East Grand, next door to the site of a Normalee shop opened five years ago. The new store, completely air conditioned, has more than twice the space of the old shop. Normalee Shops, Inc., now operates 14 shops in Dallas.

★

New Market Opens. Cabell's, Inc., recently opened a new Cabell Minit Market at Preston Road and Royal Lane. It was the twenty-second Minit Market to be opened in Dallas. The store features a complete line of groceries, meats and dairy products.

Barbecue Stand Opens. Hundreds attended an open house highlighting the opening of Moore Brothers Barbecue No. 2 in a new building at 10830 Hines Boulevard. The building is of redwood, pink brick and glass with knotty pine interior. Style is "California Modern." The other stand is at 2726 Second Avenue. Moore Brothers Barbecue specializes in catering to large parties and picnics.

★

Labor Office Opens. The Congress of Industrial Organizations has opened a southwest regional office in the Irwin-Keasler Building. Robert W. Starnes is the recently named regional C.I.O. head. Mr. Starnes came from New Orleans, where he headed the C.I.O. in Louisiana and Mississippi. His territory includes Texas, Louisiana, Mississippi, Arkansas, Oklahoma and New Mexico.

Investment Office Opens. A Dallas office for Kramer, Makris and Company investment firm of Houston has opened in the Tower Petroleum Building with Charles E. Kimball, manager. The branch is specializing in providing risk capital to developers of natural resources and will also handle various mutual funds and general securities. The investment firm is a member of the National Association of Securities Dealers. Mr. Kimball formerly was vice president and southwestern representative for Distributors Group, Inc., a New York City mutual fund, with headquarters in Dallas.

★

Named Dallas Distributors. The Ted Clark Distributing Company, with offices at 110 Manufacturing Street, has been appointed distributor for Lone Star Beer in the Dallas area.

Business Printing Is Important...

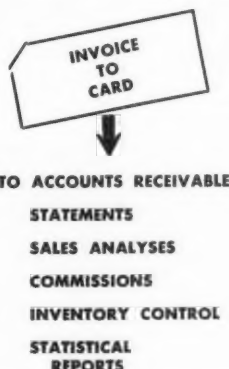
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To those attending the Convention of The International Association of Printing House Craftsmen we extend greetings.

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DALLAS



A. Harris & Company Plans Oak Cliff Center

Arthur L. Kramer, Jr., has announced completion of preliminary plans for A. Harris & Company's \$5,000,000 Oak Cliff Center. A. Harris' first suburban store, which President Kramer said would be the largest in Dallas, will form the core of the center. Twenty acres of the center's site are bounded on the north by Kiest Boulevard, on the east by Beckley and on the south by Zangs. Another 10 acres, which will provide additional space for buildings and parking facilities, lies across Beckley.

Architectural design of the center will be contemporary, Mr. Kramer said. In addition to reinforced concrete, building materials will include fieldstone, textured concrete and glass. The architectural firm of Welton Becket, F.A.I.A. and Associates of Los Angeles, is designing the project in conjunction with a local architect. Mr. Becket recently was dubbed "Mr. Shopping Center" by a national news magazine. The firm now is designing 19 major shopping centers in eight states.

Retired Dallas architect IRVING D. PORTER has become the first member emeritus of the American Institute of Architects Dallas chapter.

HOWELL CASTLEMAN of Dallas has been named district manager of the Murray Corporation of America's home appliance division here.

JAMES E. WALKER, formerly assistant personnel director for Pollock Paper Corporation, has joined Cabell's, Inc., as personnel manager.

Play for KEEPS!

An American Beauty CUSTOM-COVER can present your catalog with all the color and dash of a "gift wrap" — to assure its being KEPT and USED!

AMERICAN BEAUTY COVER CO. 2002 NORTH FIELD ST. Dallas PR-0677



JACK KUTNER, right, receives his gold engraved lifetime membership card in the Dallas Chamber of Commerce from **Jerome K. Crossman**, left. He signed up 100 new members this year.

Jack Kutner Honored As New Life Member

THE Dallas Chamber of Commerce this month paid tribute to the second man in its history to sign up more than 100 new members.

Jerome K. Crossman, a director of the Chamber, presented a gold membership card and \$160 gift certificate to Jack Kutner for his "courage, vision and faith" in the future development of Dallas.

The audience — comprised of the Chamber's membership workers — gave Mr. Kutner a standing ovation as he was presented the award at the Mexico City Cafe.

He has served on the membership committee for seven years. He has worked with the Red Cross, Community Chest and the Dallas Symphony Orchestra on their campaigns. He is a member of the Highland Park Presbyterian Church.

The other life membership in the Chamber is held by Louis Charninsky.

New members of the Chamber follow:

Builders Steel & Supply, P. O. Box 7334; Carroll E. Sherman, owner; E. J. Wilson.

Margie Werth of Dallas, 1105 Jackson; Margie Werth, owner.

Minute-Maid Corporation, 318

NEW VICE CHAIRMEN of the membership committee are **Lloyd Miller**, left, and **Larry W. Newman**.



Cadiz; **Claude Vowell**, regional manager.

Harrison Fence Company, 1302 Fort Worth; C. J. Harrison, owner.

Kramer, Makris Company, 1511 Tower Petroleum Building; Charles E. Kimball, manager.

Jack Housman Company, Second Unit Santa Fe Building; Jack Housman, owner.

J. R. Gray Company, Inc., P. O. Box 7333; J. R. Gray, president.

DeSoto Paint & Varnish Company, Garland, Texas; M. H. Warren, manager; A. M. Holcomb, T. H. Lester, Douglas O. Hays, R. L. Kleutgen.

Ed E. Sammons, 501 Southwestern Life Building; life insurance.

Mrs. Nona Bird, attorney, 520 Commercial Building.

Porter Chevrolet Company, 5526 Mockingbird Lane; John Porter, owner; Gene Schuch, Moorman Meador, Auldon Cline, Meredith Peutt.

Dallas Aero Service, 3300 Love Field; W. F. Long; W. A. Cooper; B. B. Haley.

United Educators, Inc., 6 North Michigan, Chicago; Arsene J. Denoyer.

Lone Star Optical Company, 519 South Ervay; Harold Rubin, owner.

Father James F. Burnes, 231 North Marsalis.

First National Bank, Mesquite, Texas; N. E. Shands, president; Nathan E. (Gene) Shands.

Central Model Ironcraft Studio, 4527 Central Expressway; Joe E. Vrla, owner.

Clay Products Association of the Southwest, 6427 Velasco; Harold E. Long, regional manager.

R. B. Moreland & Company, 1427 Fidelity Union Life Building; R. B. Moreland, owner.

Walter D. Smith, C.P.A., 3211 Main.

Dominy Heat Treating Company, P. O. Box 5054; M. B. Dominy, president; B. E. Tadlock.

L. P. Blackburn, realtor, 4150 Cole.

Bill Coleman Associates, 145 Yorktown; Wm. H. Coleman, owner.

Jim Hodges Printing & Mailing Company, 1708½ Commerce; Jim Hodges, owner.

Serve-All Company, 9011 Denton Drive; William Grosvenor.

Dr. Welden E. Bell, D.D.S., 1319 Medical Arts Building.

Dr. Hudson Dunlap, M.D., 610 Medical Arts Building.

Dallas Typographical Union No.

173, 531 Fidelity Building; John J. Conley; Arthur N. Whitted; Al M. Jones.

Nationwide Pictures, 2008½ Jackson; H. K. Carrington, owner.

Texas Coatings, Inc., 136 Cole; R. L. Heyden, general manager.

Eagle Printing Company, 2644 Elm; Alfred J. Greenfield, owner.

Carrollton Chamber of Commerce, Carrollton, Texas; N. J. Sindik.

Hundley & Halff, 2912½ Hall; Albert H. Halff.

H. F. Livermore Corporation, Allston Station, Boston; Chester Hammond.

Blackmer Pump Company, Second Unit Santa Fe Building; Ralph Thornburg, manager.

Viking Engineering, Inc., Second Unit Santa Fe Building; Fred W. Stock, agent.

Andrew S. Kovich Insurance Agency, 1418 Gulf States Building; Andrew S. Kovich, owner.

Well Reconnaissance, Inc., P. O. Box 1483; Robert Mayer, Jr., president.

Universal Interchange, 4232 Herschel; Theodore M. Bernardi, president.

Hoffman's Mens Wear, 6127 Luther Lane; C. A. Hoffman.

The Secretariat, American Bus Building; Kathryn Haller.

American Grinding & Barber Supply, 513½ South Ervay; F. W. Woods, owner.

J. B. White, Oil Operator, 402 First National Bank Building.

States Marine Lines Corporation, 717 Cotton Exchange Building; I. M. Griffin, manager.

Dr. Jeff B. Bruton, D.D.S., 4342 Lovers Lane.

Poole Instruments Company, Inc., 150 Express; F. M. Poole, owner.

Modernfold Door Sales Com-



TROPHY WINNER for the month for signing up the most new members was Joe Dealey, left, who is showing the trophy to fellow membership workers. Left to right are J. H. Randolph, Mark Griffith, D. A. Buchholz, Bill Hoffman, Bernard McQuirk, Pat Henry, Vincent L. Rohloff, Ray Stamps, B. J. Pittman, Larry Newman and Leonard Hamzy.

pany, 2024 Farrington; H. H. Hop-ping, owner.

Peek's Credit Clothing Company, 1920 Elm; L. E. Peek.

Persian Rug & Carpet Cleaning Company, 4519 Travis; F. E. Howell, president.

Ralph A. Porter Company, 6700 Snider Plaza; Rufus C. Porter.

Ralph J. Conner Company, 721 South Austin; Ralph J. Conner, owner.

Winn Printing Company, Inter-urban Building; Memford M. Winn, owner.

Dr. Harold T. Nesbit, M.D., 1627 Medical Arts Building.

Howard Johnstone Sign Com-pany, 1013 Wall; Howard Johnstone, owner.

S & S Sales Company, 2526 Oak-land; Oscar M. Seale, partner.

J. Steadman Robertson, president, National Underwriters, Inc., 4118 Maple.

Dr. Lester H. Quinn, M.D., 3617 Fairmount.

Dr. Felix L. Butte, M.D., 726 Medical Arts Building.

Dixie Custom Made Millinery Shop, 4203 Wycliff; Mrs. Dixie Mathews, owner.

Drs. Morris & Holland, 3701 Fairmount; Dr. A. Truett Morris; Dr. John Holland, III.

G & O Manufacturing Company, 2207 Pittman; Herbert F. O'Malley, general manager.

J. H. Palmer Tile Company, 5634 Daniels; Jess H. Palmer, owner.

Real Arts Metals Company, 10520 Harry Hines; A. L. Delcambre, owner.

R. W. Fritzsche, 6811 Coronado.

Comer Nelson, Realtor, 1209 Main.

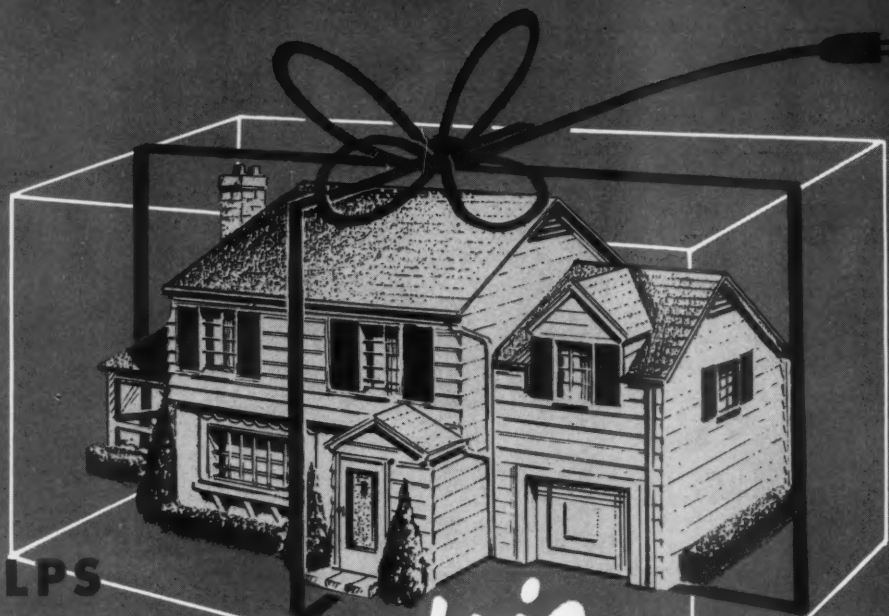
Dr. Louis A. Kregel, M.D., 3607 Gaston.

Dr. J. Gilmore Brau, M.D., 2519 Oak Lawn.

MEMBERSHIP COMMITTEE MEMBERS honored Jack Kutner for signing up 100 new members.



ADEQUATE WIRING



HELPS
YOU
SELL AN

*Electric
Home
Package*



With Adequate Wiring a house is prepared for all the modern features buyers are looking for. You can include an all-electric kitchen, automatic laundry and year 'round air conditioning. And you can demonstrate the unlimited possibilities for the present and future, such as light conditioning, and convenient use of all electric servants. Yes, homes are easier to sell when you include everything in one complete package. Adequate Wiring can make it complete.

DALLAS POWER & LIGHT COMPANY

Electricity is Cheap in Dallas



Heads Oil Company

Jack A. Crichton is the new president of Oil and Gas Property Management, Inc., and vice president of Empire Trust Company, with offices in the Fidelity Union Life Building. The appointment was announced by Henry C. Brunie, president of Empire Trust Company of New York. Mr. Crichton is a former vice president and director of DeGolyer and MacNaughton, and a former vice president of San Juan Oil Company.

★

Three Dallasites and a Garland man have been named to committees by the East Texas Chamber of Commerce. Appointed to the world trade committee were HAROLD YOUNG of the Murray Company of Texas, J. P. BARBOSA of the First National Bank, and C. A. DUNMORE of Garland, vice president of Be-Builders, Inc. TRAVIS T. WALLACE, president of the Great American Reserve Life Company, was named to the health committee.

★

Two buyers have been promoted by A. Harris and Company. MRS. VIRGINIA STORIN will now buy for the career girl dress shop as well as for the second floor budget dress shop. MRS. MINNIE McPHERSON has moved to the better suit and coat department.

★

W. P. DISMUKES, a veteran of 26 years in the shoe business, has been appointed manager of Evans Cantilever Shoe Store, 1717 Pacific in the Medical Arts Building.

★

District Judge W. L. THORNTON has been appointed chairman of the State Bar Association to coordinate association activities with the Texas Civil Judicial Council.

DALLAS • AUGUST, 1953

RESULTS

begin with intelligent assistance in the planning of your printed piece. We are concerned not only with what happens to your copy inside our plant, but with what happens to it when it reaches your prospective buyer. That's why our service appeals to discriminating advertisers who want full value in sales-building literature. Let's talk it over!

ROBERT WILMANS, Printer

1013½ Elm • Riverside 5244

Bob Wilmans, Jr., Owner

KLIMIST STORE FIXTURE MANUFACTURING CO.

DESIGNERS AND MANUFACTURERS

of CUSTOM MADE and
UNITIZED STORE FIXTURES

Immediate Delivery — Remodernize Now

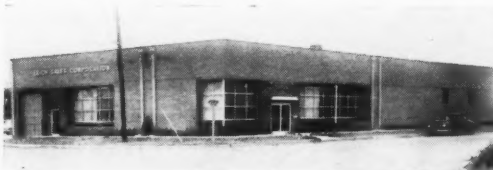
Visit Our Complete Show Room at 1107 Jackson Street

RI-6323

Or Phone

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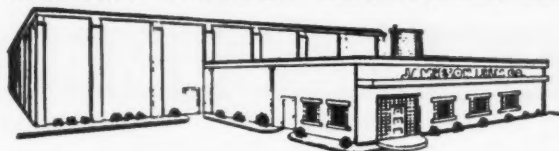


"Under the
Skyline of
Dallas"

the new home of
WILLIAMSON
SALES CO.
and
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SALES CORP.

For information about the Trinity Industrial District consult your real estate broker or...
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The House of
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**MORTGAGE
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**COMMERCIAL AND INDUSTRIAL
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**RESIDENTIAL, CONVENTIONAL,
AND F.H.A.**

TO BUY, BUILD, REFINANCE OR
REPAIR—BEST INTEREST RATES

Loans approved from plans and
specifications on proposed buildings.

**SOUTHERN TRUST
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"Established 1924"
Approved FHA Mortgagee

P. M. LOVE, Ch. of Board—AUBREY M. COSTA, Pres.
1302-4 Main Street Phone RI-5551
INSPECTIONS, COMMITMENTS on CONVENTIONAL
LOANS IN 24 HOURS



Men Promoted by Texas and Pacific

C. H. (Herman) Pistor, left, and Frank Wilson, traffic officers for the Texas and Pacific Railroad, have been promoted to new posts in the line's traffic department. Mr. Pistor was named T&P's new general freight manager. Formerly freight traffic manager, he has been with the company since 1928. Mr. Wilson, formerly assistant freight traffic manager, was stepped up to assistant vice president of traffic. He started with the line 33 years ago as a ticket clerk.

Newly named Dallas district motor truck manager for the International Harvester Company was M. D. DEAN, who comes to Dallas from a similar post with I.H.C. at Wichita, Kansas.

HASCAL SIMMONS has been named manager of a new zone office set up in Dallas by the Coleman Company, Inc., manufacturers of home heating and air conditioning equipment.

Manufacturers of



**PLAIN OR PRINTED
BUSINESS ENVELOPES**

**CLASP ENVELOPES
ANY QUANTITY**

**SPECIAL SIZE
ENVELOPES**

**STRING TIE
ENVELOPES**

**VERTICAL FILE
FOLDERS**

TAGS

**ENVELOPES IN COLOR
STIMULATE GOOD BUSINESS**

ENVELOPE COMPANY

3221 COMMERCE, DALLAS 1, TEXAS

PHONE RA-3291

**ENVELOPES
THAT FIT EVERY REQUIREMENT**

Several Dallas Firms Hire Ex-F.B.I. Agents

A number of Dallas-area firms are utilizing the training of former F.B.I. men by putting them to work in various capacities, according to Attorney Hugh L. Steger, head of the local chapter of the Society of Former Special Agents of the Federal Bureau of Investigation.

Many of the former G-men are with law firms, Mr. Steger says.

The society is composed of men who left the F.B.I. in good standing to resume private activities. Their skills cover a wide field, including law, accounting, personnel relations, industrial relations, public relations and security work.

"The desirability of these men is readily apparent. They have been chosen after scrupulous and detailed investigation. They have been found to be men of reliability, capability and integrity and they have had invaluable training and extensive experience in the many and varied fields within the jurisdiction of the F.B.I.," Mr. Steger says.

The local chapter has 25 members and meets quarterly in Dallas. Any requests for employment contracts in the Dallas area may be made through William Billings, attorney and personnel director of Hunt Oil Company in the Mercantile Bank Building.

★

HAROLD B. RENFRO, formerly an engineer and geologist with a Dallas oil concern, has opened his own office at 4225 Greenbrier as a petroleum consultant.



305-Car Parking Garage Opens

A five-level downtown parking garage with a capacity of 305 vehicles opened early this month. Located on Wood and Jackson, between Field and Akard, the garage represents an investment of \$600,000, according to owners and operators Trammell Crow and Eugene M. Locke. The structure, the first major downtown public project of its kind in almost 20 years, is an important step in easing downtown parking problems, City Traffic Engineer Lloyd Braff said. Constructed in just 60 days, the garage is of reinforced concrete. Beams supporting the parking level were pre-cast of concrete and steel. Cars are parked on the ground level and on the four levels above, including the roof. The building faces 100 feet on Wood, 62 feet on Jackson, and is 200 feet deep.

Textbook representative **BEN EVERITT**, who served as a superintendent of public schools for many years, has joined Banks Upshaw and Company, publishers.

R. D. BENNETT and **F. BUCK HOWARD** have recently joined the Dallas sales staff of Texas Empire Life and Accident Insurance Company.

FRANK MELTON
LAURENCE MELTON



Riverside 6736

Melton

PRINTING COMPANY

Your Cooperative Printer

2930 COMMERCE STREET • DALLAS 26, TEXAS

PRINTING AND LITHOGRAPHING



The Chevron Model 2100 Blonde

"That's the best television turntable I've seen"

said a veteran Dallas dealer

And It's Made Right Here in Dallas

Ask for the Chevron television turntables with the plus sales points:

1. Furniture construction throughout
2. Beautiful furniture hand rubbed finish
3. Whole top turns preventing scraping
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Sold through distributors only.

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1736 Barry Street

Dallas, Texas

Plant Phone
TR-4349

Downtown
RA-7001

Your Chamber Offers...



New Dallas Map Published By Chamber

A new city map, just published by the publicity department of the Dallas Chamber of Commerce, is now available to all Chamber members. Above, Mrs. Pauline Foster, in charge of the Chamber's information department, looks over the new map with Dana Ware of the publicity department. The map includes a complete and revised street guide index; routes of Dallas streetcar, motor coach and trolley coach lines; a list of in-bound and outbound highway routes; telephone listings of Dallas hospitals, public buildings and passenger depots, and interesting photographs and facts about Dallas. Chamber members are invited to write, come in or call Mrs. Foster for a complimentary map.

New Pools Planned. Dallas Parks Director L. B. Houston says the park board has tentative plans for building two more neighborhood swimming pools if there is enough community interest. Space is available in Walnut Hill Park at Midway and Walnut Lane and at Pleasant Mound Park between Pleasant Mound and Pleasant Grove. Mr. Houston explained that the pools would be similar to the new \$75,000 one at Weiss park in West Oak Cliff.

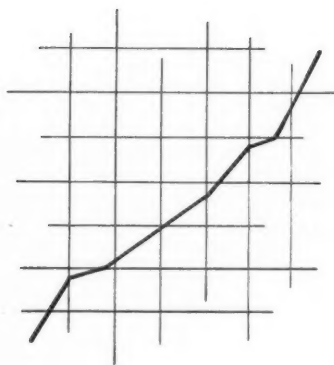
★
Garage Nears Finish. An underground garage which also may be used as a bomb shelter — first of its type in the Southwest — is scheduled to be finished by September 15 in the Highland Park Shopping Village. Hugh Prather, Jr., vice president of Flippen-Prather Stores, Inc., said that when completed the garage, which is on two underground levels will accommodate 300 vehicles and 3,500 persons. The bottom level is 20 feet below the ground entrance. The garage is patterned after a subterranean structure built a year ago in Los Angeles.

Frito Buys Mills. The Frito Company of Dallas has purchased two San Antonio vegetable oil processing firms. They are the Texas Vegetable Oil Company and its subsidiary, Vegetable Oil Refining Company. C. E. Doolin, Frito president, was elected president of the two firms following the purchase. Mr. Doolin said that one of the primary interests of the Frito Company had in the purchase of the firms was for the development and promulgation of sesame seed oil as an important new agricultural crop for the Southwest.

★
Lee Opens Offices. Lee Optical Company has opened a third Dallas office at 205 West Jefferson and a fourth at 5417 East Grand. Dr. Ellis Carp founded Lee Optical in 1941 when he opened his first office at 1928 Elm Street. Since that date, the company has grown into one of the largest concerns of its kind in the nation and serves more than 1,250,000 patients in 10 southwestern states, according to Dr. Carp.



Aspirin outlook good

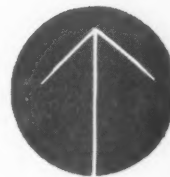


Many an executive will soon be reaching for his aspirin bottle. Sharp business adjustments are in the making. Many of the leading firms of Texas, the Southwest, and of the nation are profiting by the advertising, marketing, and sales counsel rendered by Rogers & Smith. We shall be happy to discuss your current advertising and marketing problems...

Telephone Riverside 6044 — Dallas

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1901-15 LAWS STREET

FRANK C. JONES

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STEAM CLEANING

SIDEWALK WASHING

We Serve Dallas with

Custom-Made Snap-Out Forms SYSTEM FORMS

The Unusual in Printing and Die Cutting

EAGLE PRINTING COMPANY

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There's lots of satisfaction in saying —

"MICKLE HANDLES MY LIFE INSURANCE"

PARTNERSHIP • KEY MAN • STOCK RETIREMENT



WM. A.
(Bill)
MICKLE
210
Great Natl.
Life Bldg.
PR-8866



Elected President

Carl Crofford has been elected president of Mutual Old Line Life Insurance Company and has moved the company's headquarters from Houston to Dallas with offices at 2516 Maple. Formerly controller of the Leo F. Corrigan properties, Mr. Crofford was with Peat, Marwick, Mitchell and Company and Haskins and Sells, Dallas public accountant firms, for 15 years prior to that. A Dallas native, Mr. Crofford served as a lieutenant in the Navy during World War II.



Letterpress

All types of engravings for letterpress printing. Black and white, two color, three color and process.

Offset

All types of offset negatives and plates for offset printing. Black and white, two color, three color and process.

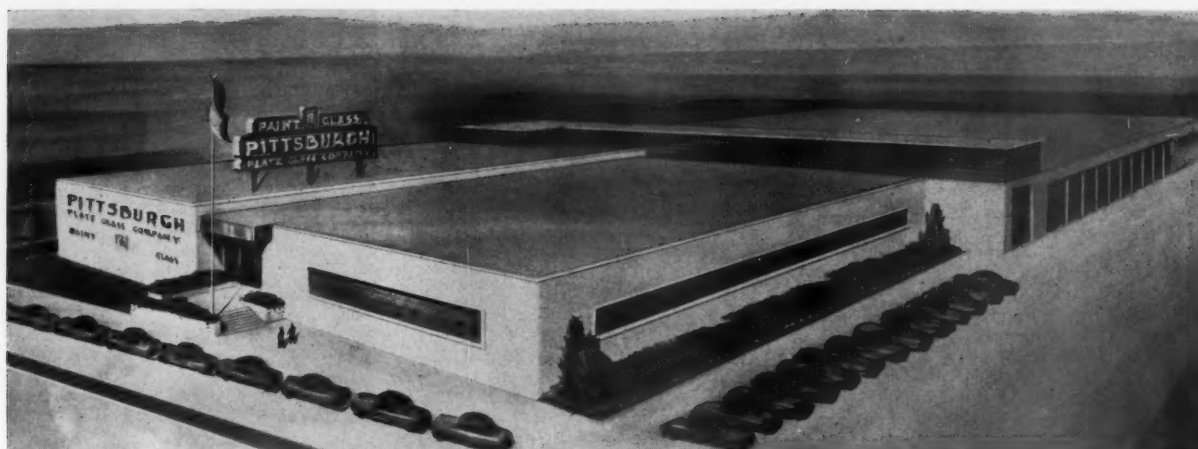
QUALITY

SERVICE

And now...
A NEW SERVICE —
Blanks Engraving Co.
now offers a new step
and repeat machine
to its customers
in Dallas and over the
Southwest. It's a
multiple plate service
for offset and
letterpress you should
investigate if you
have large quantities
of boxes, labels,
wrappers and
brochures to be printed.
It will give you better
service — better
quality printing —
it will save you money.

BLANKS ENGRAVING COMPANY

1315 Young Street • PR-0307



Pittsburgh Builds Dallas Branch

The new Dallas branch warehouse and office of the Pittsburgh Plate Glass Company is now under construction at Industrial Boulevard and Glass Street in the Trinity Industrial District. The 83,000-square-foot structure may be the largest Pittsburgh installation of its kind in the nation, according to T. E. Jackson, southwestern manager. Cost of the building and equipment has been estimated at near \$500,000. The com-

pany's complete line of paint and glass products will be warehoused and distributed to an area in Texas comprising 70 counties and parts of five others. Curved automobile glass will be one of the principal items handled through the Dallas branch in car lot shipments from the factory. J. E. Morgan and Sons is general contractor of the building and George L. Dahl is architect and engineer.



Named Production Manager

Pat Manning has been named production manager of Rogers & Smith Advertising Agency, 505 North Ervay. Associated with the agency for three years, Miss Manning was formerly production assistant. She is a 1950 graduate of Southern Methodist University with a B.S. in journalism and is a member of the Dallas Advertising League.

★

Motor Company Moves. The Morris Robinson Motor Company recently opened larger quarters at 2200 Ross Avenue. The business, established in 1934, formerly was located at 1560 Commerce. The new quarters have 36,000 square feet of space. The firm also maintains a used-car branch at 2100 Ross.



Belmont Features Three New Dining Rooms

Belmont Motor Hotel has remodeled and expanded its restaurant located at 901 Fort Worth Avenue, on U. S. Highway 80. Seating capacity has been increased from 64 to 200 and the dining area has been more than doubled to 3,620 feet. Completely redecorated and refurnished, the \$200,000 restaurant features three dining rooms — the Mobile, Dallas and Cosmopolitan Rooms. The Dallas room, above, which contains the main entrance to the establishment, features black-on-white murals of the Dallas skyline by Linwood P. Frye, Dallas artist. The restaurant's kitchen space has been doubled to 1,500 square feet. Mr. and Mrs. John B. Malone own and manage the motor hotel. Robert Henseler, who has been head chef of Fort Worth's Western Hills Hotel since it was opened two years ago, is the new chief chef and catering manager of the Belmont Restaurant.



INSTRUCTING a class at the Art Center is Walter Henn, above, art director of McMains-Melton Advertising Agency.

Center Stresses Business Art

DALLAS being the graphic arts center of the Southwest, should have some means of training new artists to fill the demand in its expanding advertising market.

This was the thinking of E. R. Henderson, who is head of E. R. Henderson and Associates Advertising Agency and a commercial artist himself.

So in July, 1952, Mr. Henderson bought the Young's School of Commercial Art, changed the name to Art Center Studios and immediately began setting up a practical plan of instruction, which, based on his own experience in the field, is geared to fit the needs of

advertisers, agencies, letterpress printers and lithographers.

While considerable stress is made on originality, and on good drawing and rendering for all types of reproduction, the more mechanical side is also emphasized, points out Mr. Henderson.

Students are also taught layout, lettering, type styling and selection, assembly and paste-up for engravers and lithographers under conditions similar to those of a professional art studio.

The Art Center Studios are located at 2818 Routh Street in one of the old colonial homes in the Fairmount-Cedar Springs area that has become the art and antique center of Dallas.

AIRBRUSHING a machinery illustration is John Irvin, below, an advanced student at the Center.



A.A.N.R. Elects Howe

A. W. Howe of Burke, Kuipers and Mahoney, Inc., has been elected president of the Dallas chapter of the American Association of Newspaper Representatives. Other officers are David Rutledge, the Katz Agency, Inc., vice president; Sloane McCauley, The Branham Company, secretary-treasurer; Wylie Stewart, Scripps-Howard newspapers, national director. Mr. Howe, Joe Paige of the John Budd Company, and Sam Papert, Jr., of the Texas Daily Press League, Inc., are directors of the chapter. The Dallas chapter was organized early this year to extend the activities of the national association into the Southwest.



American Thread Manager

J. F. Humphries has been named Dallas manager of the American Thread Company. Associated with American Thread for three years, Mr. Humphries was formerly with the Southern Freight Tariff Bureau in Atlanta. He served in the Air Force during World War II, in the Asiatic-Pacific area. A member of Delta Sigma Phi, international professional fraternity in the field of commerce, Mr. Humphries is a graduate of the University of Georgia.



During the year, many employers will be "guilty" of failing to set up a Safety Program. Of course, these employers do realize the great value of a Safety Program in saving lives and limbs... in conserving manpower and reducing insurance costs... yet often they just don't take the time to plan and install a Safety Program... or they fail to give the Program they do have, their support.

Will you be included in this "guilty" group, or will you do something about Accident Prevention NOW? It's to your advantage to have a Safety Program and to see that it works.

Accident PREVENTION Pays

Largest Writer of WORKMEN'S COMPENSATION INSURANCE in Texas

HOMER R. MITCHELL, *Chairman of the Board* A. F. ALLEN, *President*

Service Offices: ABILENE • AMARILLO • AUSTIN • BEAUMONT • CORPUS CHRISTI • DALLAS • EL PASO
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ODESSA • PORT ARTHUR • SAN ANGELO • SAN ANTONIO • SHERMAN • TYLER • WACO • WICHITA FALLS

**TEXAS EMPLOYERS
INSURANCE ASSOCIATION**

HOME OFFICE - DALLAS, TEXAS

ADVERTISING **aaa** ARTISTS ASSOCIATION OF DALLAS

As an integral part of the advertising and graphic arts team, members of the Advertising Artists Association of Dallas offer creative ideas and technical skill in the cooperative effort which has made Dallas a leading center in this field. • The Association's purpose is "to foster better relationships, stimulate new markets and promote higher standards of advertising art." Professional training and integrity convert this purpose to advantage for advertisers.

ROBERT BAIRD	GERALD BELL	BUD BIGGS	BOYD M. BROLLIAR	FRANK S. BROWN
JANICE BRUNSON	LOUIS CATALANO	JOE S. CAVER	E. L. GILCHRIST	RAY GOODMAN
TOM GRIMES	ERWIN HEARNE, JR.	E. R. HENDERSON	HOMER HUNGERFORD	
BILL JAMES	MARY ELLEN KERR	BOB KIMBRELL	MARIE W. KOWALSKI	PAUL A. LAY
PHILIP M. MARTIN	SID MOREHOUSE	ALBERT NICHOL	PHIL OLIVER	FRANK OLIVER
JERALD O. PAGE	ROGER PENDERGRASS	REID O. PIPPEN	MARGO PISILLO	
HENRY RAGSDALE	MONROE REISMAN	MARTHA F. ROBBINS	MALCOLM SMITH	
LOUIS M. SNELL	AUBREY STREATER	BILL TAYLOR	JOHN VAUGHAN	
WYATT W. WHALEY	FRED WILSON	WYATT W. WOOD	JACK ZUMWALT	



Named District Manager

Jack B. Jackson has been named a district manager of the J. C. Penney Company stores with headquarters in Dallas. Formerly manager of the Memphis, Tennessee, Penney store, Mr. Jackson has replaced C. E. Beaty, who will be in charge of another district but will still be headquartered in Dallas. Mr. Jackson's district includes 49 stores, in Texas and New Mexico, of which five are in Dallas. Mr. Beaty's new district includes 51 stores, in Texas, Arkansas, Kansas, Oklahoma, Missouri and Louisiana.



Bond Department Manager

Hugh Bass has been named manager of the municipal bond department of Keith Reed and Company, investment securities firm. Mr. Bass is a former secretary-treasurer of Dallas Securities Company, one of the first Dallas firms dealing in investment securities involving public utility and municipal bond issues. Mr. Bass was also with Mercantile Trust and Savings Bank, where as vice president he organized the bank's bond department.

RESIDENTIAL — COMMERCIAL — INDUSTRIAL



**AIR CONDITIONING
AND
REFRIGERATION
CONTRACTORS**



DALLAS AIR CONDITIONING COMPANY

1708 Cedar Springs Ave.

Dallas

Phone Sterling 4451



Named by Engravers

James H. Webb, Jr., of Dallas has been elected new secretary-treasurer of the Southwestern Photo-Engravers Association. Mr. Webb, executive vice president of Southwestern Engraving Company, was named at the association's convention in Albuquerque, New Mexico. He served as a Marine in the Pacific during World War II and joined the Dallas engraving firm shortly after leaving the service.



Appointed Hotel Manager

Edward K. Clark has been appointed manager of the 400-room Jefferson Hotel, which has been taken over as an operation of Alsonett Hotels under a 25-year lease. Mr. Clark formerly was manager of the Charleston Hotel in Lake Charles, Louisiana, another member of the Alsonett 32-hotel chain. The Jefferson is undergoing a redecorating and air conditioning program.

*

RICHARD L. FLOWERS, JR., former chairman of the speech department of Morningside College in Sioux City, Iowa, has joined the John Robert Powers School of Dallas as speech instructor.

DALLAS • AUGUST, 1953

The SURE Way to SAVE

Most people realize the wisdom of saving money and many do start a savings program . . . but too few ever reach their goal.

One of the surest ways to save is through life insurance. Money saved through life insurance will provide funds for retirement . . . for the education of children, and for other worthwhile purposes. Should a man not live to complete his insurance savings program, then his family will receive the sum he planned to save . . . in full . . . which you'll agree is wonderful security for them.

Why not let the Southland Representative show you how easy . . . and how rewarding it is to save . . . the Southland way.

ASSETS OVER \$158,000,000
Insurance in Force Over \$760,000,000
Paid to Policyholders and Beneficiaries Over \$109,000,000

SOUTHLAND LIFE INSURANCE COMPANY

HOME OFFICE • DALLAS, TEXAS

LIFE • ACCIDENT • HEALTH • HOSPITALIZATION • GROUP

DESIGNERS AND MANUFACTURERS OF QUALITY
STORE, OFFICE AND BANK FIXTURES SINCE 1922

Adleta

Show Case & Fixture
Manufacturing Co.

You'll be satisfied if it's an Adleta installation

1914 Cedar Springs—Dallas 1, Texas

Phone PProspect 7576

NOW! a TESTED and PROVED
method of organizing and presenting
**YOUR COMPLETE
SALES STORY**

How often have you wished for a folder, brochure or other printed piece telling the *complete* story of your concern? A piece you could hand to customers or prospects, enclose with a short note in answer to an inquiry... a piece to be given by your salesman and employees to all who may be interested in your company.

Now you can have this valuable sales help by using our *tested* and *proved* method of organizing and presenting the *complete* sales story of your company... a method used successfully by hundreds of concerns in all lines of business—manufacturers, distributors, retailers and service organizations.

When your customers and prospects read this "complete story" unit, they will have a more thorough knowledge of the products and services of your company which will enable them to buy more intelligently. With this sales unit you tell the whole story *fast* to every logical buyer.

This unit can be used within your own organization... can be used to get new business... to hold customers... to assist dealers. It is effective... economical... *resultful!*



Send or Call
for a Copy
of "Our Story" ...
... and see an example
of how *your* company's
"complete story" sales unit
can be effectively and economically
produced by our *tested* and
proved methods.

**J. NEAL FERGUSON
& ASSOCIATES**

Advertising Agency

1122 National City Bldg. RI-3131

Phone



RA-7362
ST-1604



Moves to Dallas

E. L. Volkwein, a vice president and director of sales and advertising for Foremost Dairies, Inc., has been transferred to Dallas from Jacksonville, Florida, as national advertising manager and Southwest division sales director. Mr. Volkwein said Dallas was chosen headquarters for Foremost advertising activities because of its location and growing importance. Foremost Dairies recently acquired subsidiaries, including Banner Dairies of Abilene, Tennessee Dairies of Dallas and Phenix Dairies, Houston.



Re-Named Labor Head

William J. Harris of Dallas was elected president of the Texas Federation of Labor for his seventh term as the group closed an annual convention recently in El Paso. Mr. Harris, member of the Dallas City Council, is president of his musicians' union. He defeated H. S. Brown of San Antonio in a campaign for reelection to the state labor post.

★

THOMAS M. BAUGH, formerly associated with the real estate branch of General Services Administration, has joined Bolanz and Bolanz, Dallas realtors.

FACTORY CAFETERIAS

We operate in your own plant without your space. Fine food at low prices. You are relieved of all detail and bother of operating your own lunch room or snack bar.

**INDUSTRIAL
FOOD SERVICE**

We deliver to your employees daily on a regular time schedule—selected by you. Food and refreshments served from the Foodmobile or mobile serving units going through your plant or office.

LEE BEDFORD

**CASA LINDA
CATERING SERVICE**

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NORTH TEXAS TRAFFIC BUREAU

TRAFFIC MANAGEMENT
FREIGHT RATE ADJUSTMENTS

ED. H. PIERSON, Manager

1517 Praetorian Bldg. Phone STerling 4385
DALLAS



DON'T Share Profits with Pests!

**Scientific
PEST CONTROL**
for

Homes, Stores, Restaurants
Hotels and Institutions

• INSPECTION • CONSULTATION
• MAINTENANCE

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| 1 Surety-Bonded
Termite Control | 3 Industrial
Fumigation |
| 2 Food-Plant
Sanitation | 4 Industrial
Sanitation Service |

World's Largest Pest Control Company

52 YEARS OF SERVICE
Offices in 24 States



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Consulting Engineers

Prætorian Building
Phone RA-4341 Dallas

Fort Worth - Dallas - Houston
Electrotyping
SAM ROSS McELREATH CO.

Dictaphone "TIME-MASTER"

Greatest Name in Dictation
Try Dictaphones in Your Office... No Cost
FRED L. HAYNES District Manager
Dictaphone Corporation
2013 N. Akard R. O. LANE J. C. CALDWELL RI-6117 WALTER SYKES

**Fully-Paid Investment
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& LOAN ASSOCIATION**
1400 MAIN STREET RI-5108

**CEDAR CREST
INDUSTRIAL
PARK**

OFFERS THESE PRIME INDUSTRIAL
ADVANTAGES

- **CLOSE IN LOCATION**
5 minutes from downtown Dallas.
- **TRACKAGE**
On mainline M-K-T.
- **MOTOR TRANSPORT**
Strategic highway location.
- **UTILITIES**
Excellent water, natural gas, power.

*Will build facilities for satisfactory tenant
on long-term lease or will sell sites.*

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C. R. TIPS

MEMBER SOCIETY OF INDUSTRIAL
REALTORS

MOODY & TIPS

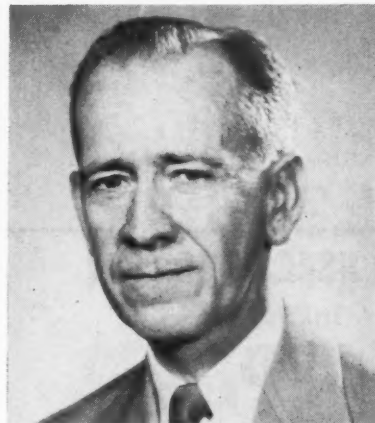
Owners

Office 701 Forest Avenue Road at Morrill
DALLAS, TEXAS



Elected Treasurer

D. L. Keeney, Jr., owner of Keeney Office Equipment Company, has been elected treasurer of the National Office Machine Dealers Association at its recent twenty-eighth annual convention and trade exhibit held in Atlantic City. Mr. Keeney has been in the office machines business in Dallas for the past 25 years and has served as president of the Dallas association and of the Texas association, and was chairman of the national convention held in Dallas in 1952.



City Transportation Official

L. C. Burch, Jr., has joined City Transportation Company as executive vice president. Mr. Burch was formerly vice president and a member of the board of directors of the Transcontinental Bus System, Inc., generally known as Continental Trailways. He was also general manager of the Continental Dixie Lines, one of Continental Trailway's operations, and member of the board of directors of National Trailways and of the Texas Motor Bus Association. A native of Greenville, Texas, Mr. Burch came to Dallas in 1939 to work for Dixie Sunshine Trailways.

*Waiting
for You!*

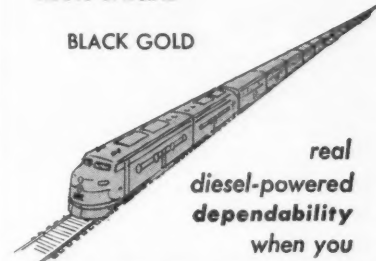


real diesel-powered
comfort when you

TRAVEL ON THE FRISCO

TEXAS SPECIAL

BLACK GOLD



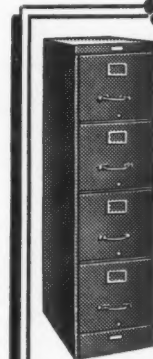
real
diesel-powered
dependability
when you

SHIP IT ON THE FRISCO

5,000 MILES SERVING THE
SOUTHEAST....SOUTHWEST



BERGER
BUILT STEEL
FILING CABINETS



- 2, 3, 4 and 5-drawer sizes
- ★ letter and legal size
- ★ with and without locks
- ★ baked enamel finish: green, walnut, mahogany, platinum gray
- ★ all-welded steel construction

Berger-

BUILT STEEL FILING CABINETS
are a lifetime investment in
office efficiency. See our
large selection
today.

VANCE K. MILLER CO.

OFFICE FURNITURE AND SUPPLIES
1915 MAIN ST., DALLAS — RA-9091

"Let Us Solve Your Current Problems"

COMMERCIAL
CONSTRUCTION



INDUSTRIAL
REPAIRS

McClure Electric Co.

2633 Swiss Avenue — DALLAS — Phone Victor 8188

Investment Bankers



DALLAS ★ TEXAS

IT'S HERE TODAY AND HERE TOMORROW

THAT'S WHY

Good Paving COSTS LESS

It lasts longer



ASPHALT OR CONCRETE

See us first for estimates

Consider the life of the paving, not the initial cost. The Texas Bitulithic Company possess the three requirements for producing long-lasting, low-cost paving.

EQUIPMENT over \$1,000,000 in modern machinery.

EXPERIENCE 45 years in the Southwest.

KNOW HOW over 600 employees with 93 key personnel in the grade of foreman or above.



2121 Irving Boulevard

Phone Riverside 3531



Re-Elected Opera Head

Arthur Kramer, Jr., has been re-elected president of the Dallas Grand Opera Association. New directors named are James F. Chambers, Jr., vice president and general manager of the *Daily Times Herald*, and C. A. Tatum, president of Dallas Power and Light Company. Mr. Chambers fills the vacancy left by the death of Tom Gooch, publisher and editor-in-chief of the *Times Herald*. During the directors' meeting Mr. Kramer reported the past Metropolitan Opera season in Dallas was the best yet, with four sell-out performances attracting 17,760 persons.



Palsy Group Head

Roscoe L. Thomas has been re-elected president of the Dallas Society for Crippled Children. Also elected at the annual meeting of the group was W. Henry Wallace to the newly-created office of executive vice president. Other officers named were Marshall Newcomb, first vice president; Mrs. Walter Kingsbury, second vice president; Justice Towne Young, third vice president; M. J. Norrell, secretary, and Rodney Hargrave, treasurer.

DALLAS • AUGUST, 1953



New District Manager

C. C. Childress, formerly regional planning manager in Atlanta, Georgia, for General Foods sales division, has been named district manager of the division covering most of Texas, with offices in the Texas Bank Building. Early next year the Southern regional office of the Maxwell House coffee division will be opened in Dallas.



Gets Goodwill Post

Gerald Clore, executive director of the Dallas Goodwill Industries for eleven years, has been elected to the board of directors of the organization's national chapter. Mr. Clore was previously executive director in St. Paul, Minnesota, and first worked with Goodwill at Gary, Indiana. An ordained minister, Mr. Clore has been instrumental in organizing Goodwill Industries at Houston, New Orleans, Corpus Christi, San Antonio, Fort Worth and El Paso, as well as in Gary, South Bend, Hammond and Fort Wayne. As executive director in Dallas, Mr. Clore heads the Goodwill staffs in Region 12, which is comprised of Oklahoma, Texas and Louisiana.

DALLAS • AUGUST, 1953



Gaylord Boxes Give You Extra Sales Messages

....*They're Traveling Billboards*

Shipping containers carrying your trademark, sales message or slogan provide extra sales contacts. And they provide unusual opportunity for seasonal merchandising or special promotion deals.

Because good first impressions are good business it pays to ship your products in distinctive Gaylord Boxes.

For helpful information on "advertising on the move" get in touch with your nearest Gaylord Sales and Service office.

It's the unseen quality that gives you the extra margin of safety in



GAYLORD CONTAINER CORPORATION

General Offices: ST. LOUIS

DALLAS

7626 Denton Drive... Phone DIXON 1733

CORRUGATED AND SOLID FIBRE BOXES • FOLDING CARTONS • KRAFT BAGS AND SACKS • KRAFT PAPER AND SPECIALTIES

NO MATTER YOUR LIFE INSURANCE NEED

*there's a Southwestern Life policy
to meet your requirements*

FAMILY PROTECTION • BUSINESS LIFE INSURANCE
GROUP LIFE INSURANCE
ANNUITIES • PENSION PLANS

Southwestern Life
Insurance Company

JAMES RALPH WOOD, PRESIDENT

HOME OFFICE • DALLAS

REAL ESTATE LOANS

*Commercial
Industrial
Residential*

"Real Estate Financing Since 1908"

MURRAY
INVESTMENT COMPANY

Convenient Ground Floor Location

Several Parking Stations Just a Few Steps Away

1315
Pacific
Ave.

Why not use our conference
room—seating up to 25?
Telephone STerling 3361 for
information.

Between
Field &
Akard Sts.

"SERVING DALLAS IN OUR 60TH, YEAR"

*The comforting
assistance and
solicitude of a
woman attendant
is just another of
our many thought-
ful ways of serv-
ing completely.*



MRS. INA P. WARNER

ST-2187

SPARKMAN-BRAND Inc.

Morticians

ROSS AT PEARL



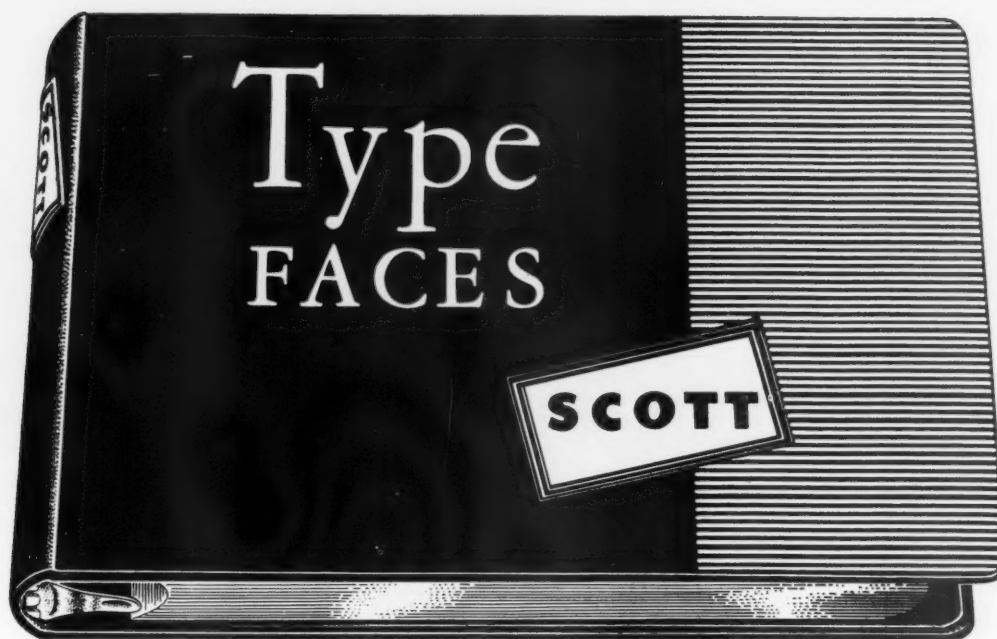
Public Relations Officer

Bert Haling, formerly regional information director for the U. S. Department of Commerce, Dallas, has been named director of public relations at Great National Life Insurance Company. Mr. Haling has also worked for the *Dallas Morning News*, the *Fort Worth Star-Telegram* and Station KRLD, the *Times Herald* outlet. He served in A.A.F. public relations 45 months during World War II writing for "The Army Hour" and doing camp newspaper work.



Appointed Deputy Governor

Ray Virgin of Oak Cliff Savings and Loan Association has been appointed deputy governor of the American Savings and Loan Institute for the state of Texas. Organized in 1922, the institute is a national, non-profit, educational service for executives and employees of savings and loan associations. The institute is sponsored by the United States Savings and Loan League, an association of more than 4,000 savings and loan associations throughout the nation.



WOULD YOU LIKE TO
TAKE THE
GUESSWORK
OUT OF
TYPE SELECTION?



Advertisers, agencies and printers of the Southwest have warmed our hearts with their acclaim of our new catalog. Months of research and planning went into it to assure its being the last word in completeness. Attuned to today's fast tempo . . . designed to simplify layout work, take the guess work out of type selection and help you achieve the utmost impact and distinction with type. Typical comments: "the most complete type specimen book I have ever seen anywhere" . . . "most outstanding type book in America" . . . "the artists in particular are delighted" . . . "excellent and easy to use" . . . "reproduction of all type sizes, a welcome asset" . . . "loose leaf type permits tracing various faces" . . . "a very helpful tool."

Call PR-3746 . . . our representative will call, type book in hand, to discuss your requirements.



JOHN A. SCOTT CO., INC.
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MATS • STEREOTYPES • PLASTIC PLATES
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**"growing
with
our
clients"**

A few of
our clients
who have built
or remodeled
factories,
warehouses and
retail outlets to
accommodate their
increase in
sales.

TEXAS BITULITHIC CO.
WICHITA PRECISION TOOL CO., INC.
PADDOCK OF TEXAS
10 new Glo
Cleaning Plants
STEMPEL MFG. CO.

In our sixth year

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OIL COUNTRY
Dan Goodrich, Advertising
605 TEXAS BANK BLDG.
RANDOLPH-6544
DALLAS 2, TEXAS



Organizes S.P.P.A. Chapter

Paul M. Evans of Evans Printing and Poster Company has recently returned from Mexico City where he helped form a chapter of Screen Process Printing Association. Mr. Evans is southern regional vice president of S.P.P.A., International. Representatives from 30 Mexico City screen process plants attended the organizational meeting.



Rejoins Fulton Firm

Charles P. Ward, Jr., recently released from active duty as a captain with the Air Force, has rejoined Fulton Bag and Cotton Mills. He will work in the Dallas plant where he will be in charge of promoting sales of open mesh bags for fruits and vegetables. A native of New Orleans, Mr. Ward joined the Fulton organization in 1937.

★

Sales representative for Strickland Transportation Company, Inc., for the last two years, GEORGE W. LOGAN has been appointed sales manager for the company in charge of customer service and relations in the Dallas-Fort Worth area.



Appointed by Red Cross

Dwight L. Hunter, Jr., has been appointed public information director of the Dallas County chapter of the American Red Cross. Mr. Hunter is a newspaper man who has recently been relieved from recall to active duty with the Air Force. He was public information officer for a fighter-bomb wing in Munich, Germany.



Transferred to Sales

Ed Hogan, newscaster-announcer for Station WFAA, has been transferred from the announcing staff to the sales department. A native of Dallas, Mr. Hogan joined WFAA in 1950. He began his radio career in an Odessa radio station and subsequently moved to Fort Worth where he was program director for three years with a station there.

★

WILL H. JACKSON, JR., former assistant actuary to the Texas Board of Insurance Commissioners, has been appointed actuary for Gibraltar Life Insurance Company of America, with offices in Dallas.

DALLAS • AUGUST, 1953

COULD YOU SPEAK TONIGHT

with Confidence, Clarity and Self Assurance?



Without warning, you are called to speak before a group of your friends or business associates. Would you face them with ease and confidence or beg off ... because you are afraid? Now is the time to conquer fear.

I Can Give You Self Confidence!

Our Master 15-week course gives you a positive attitude in thinking, as well as effective speaking ability. I have trained thousands of men and women. Telephone me at FAirdale 2680 and let me help you, too!

Personal Efficiency Institute

P. O. BOX 294 • DALLAS, TEXAS • FA-2680

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CONSULTING ENGINEERS

Air Conditioning, Heating, Ventilating, Electric Wiring and Plumbing
Design and Supervision

4801 Lemmon Avenue

LO-8351 JU-9562

3%
Current Dividends

Insured Safety
Sound Management
Convenient
Maximum Return

ON YOUR MONEY



*American Savings
and Loan Association*

Ground Floor Mercantile Securities Building
1713 Commerce Street, Dallas Riverside 4191



PAINTED DISPLAYS — SPECTACULARS

UHLER and CO.

Advertising

4027 MAIN STREET • P. O. BOX 1110 • DALLAS 1, TEXAS



Fairfax Nisbet

By Joseph Sterne

ONE Friday evening in the mid-thirties, an amusements reporter on the old *Dallas Journal* got a dream assignment: Go interview Clark Gable when he lands at Love Field.

Fairfax Nisbet, a chatterbox newshen with a granite faith that her work is really play, needed no second bidding. She rushed to the airport, rushed through a hurried 15-minute interview, then came back to write her story for the *Saturday Journal*.

But Miss Nisbet made one mistake for those Gable-crazed days. She mentioned that the star would return to Dallas Sunday evening to see a friend he used to hobo with.

When Reporter Nisbet, on her own time, went back to Love Field that Sunday evening, she found herself in the middle of a mob scene. Women were climbing over fences and standing atop cars in an attempt to see their idol.

Gable landed in a private plane, took one look at the excited women and asked the pilot to jump over to Fort

Worth. As an added fillip, Gertrude Stein of "a rose is a rose is a rose" fame landed in the midst of the uproar. When Fairfax asked the poet what she thought of Clark Gable, Miss Stein replied: "Who's Gable?"

Miss Nisbet went back to her office to write a page one story that *Dallas News* Amusements Editor John Rosenfield still calls "brilliant."

Fairfax Nisbet comes by her newspapering naturally. Her maternal grandfather, Dr. J. B. Gambrell, was editor of the *Baptist Standard* and she had uncles on the *Macon (Georgia) Telegraph* and the *New Orleans Times Picayune*.

At the University of Texas, Fairfax was confronted with two roommates who were rather unprolific when it came to freshman English themes. To test her versatility, Fairfax wrote themes for the two roommates, and developed distinctive styles for each.

As a freelancer, she wrote for the *St. Louis Post Dispatch*, the *San Antonio*

Light and Ted Dealey's feature page in the *Dallas News*. One story for this page — a feature on a popular singer named Alice Joy at the State Fair auditorium — got Miss Nisbet her job with the *News*.

It happened this way. Mr. Rosenfield was standing by the elevator of the old *Dallas News* building saying farewell to a departing assistant when Miss Nisbet strolled by. The amusements editor remembered the Alice Joy story; quickly asked Fairfax if she wanted a job. Miss Nisbet hung up her hat and has been working for Critic Rosenfield ever since.

The Rosenfield-Nisbet team was a sure-fire combination from the start. While Mr. Rosenfield rolled off his polysyllabic high-brow stuff, Miss Nisbet directed her stories to the "gum-chewing, cheesecake" set. Says her boss: "Fairfax has a remarkable ability of using slang with taste. She is a good writer and a good humorist."

In her early days on the job, Miss Nisbet wrote a column in the *Journal* called "Pardon My Southern Accent" and reviewed the "B" pictures. John Rosenfield soon nicknamed her "Queen of the Bees." She also took the night club and film row news beat under her wing. In the course of her career, she has dived into water tanks, has ridden circus elephants and has been sawed in half by Thurston the Magician.

On more normal assignments, Miss Nisbet follows some smart reporting practices. She never takes a note when interviewing a subject, unless it be a name or a date.

"I just gab away," she explains. "Pretty soon my subject loosens up and he doesn't have an unholy terror that every word will wind up in cold print."

Miss Nisbet and the relentless discipline of newspaper deadlines have been a constant battleground in the *Dallas News* amusements department. Reporter Nisbet will chat on her favorite instrument — the telephone — until 30 minutes before deadline, then roar a feverish pace through her story.

On her first assignment, Mr. Rosenfield sent her to the Peacock Terrace of the Baker Hotel to interview some celebrities. When the regular deadline passed at midnight, there was no Fairfax in sight.

At 1 a.m. Mr. Rosenfield called the Baker in desperation. "What are you doing, Fairfax?" he asked. "Why, John, I'm dancing," she replied.

And she hasn't changed very much, Mr. Rosenfield added with a pained grin. "Why, on her birthday recently, she didn't show up till quarter of one."

"But," he added, "she wrote a good story."



Appointed Dallas Manager

Oscar K. Burrell has been named Dallas manager for Wilson & Company, meat packers. In his new position, Mr. Burrell will supervise some 15 salesmen covering a 100-mile radius around Dallas. He has been with the company for three years.



G.E. Regional Manager

H. C. Davis has been promoted to southwestern regional manager of General Electric Company, with headquarters in Dallas. He formerly was with G.E.'s major appliance division's central district with headquarters in Kansas City, Missouri. Mr. Davis has been associated with G.E. and its dealers since 1930.

★

A. JAMES HACKI has been named manager of the Dallas sales office of the Trane Company, air conditioning manufacturers.

★

Recently named assistant secretary of Great National Life Insurance Company was EVERETT L. DAVIS, also executive assistant of the company.

FACT

for CUSTOMERS:

■ In buying quality printing, you can't beat the combination of experience, good equipment and the *desire* to please the customer. You will find all three of these important factors at Houghton Brothers. Give us a call at Prospect 2583.

HIGHWAY TOLL

of accidents can be reduced by better vision and seeing, especially at night.

*Bring Your
Eye Physician's
Prescription to us.*



D. MARTIN THOMAS

THOMAS
OPTICAL COMPANY

GROUND FLOOR MEDICAL ARTS • DALLAS

the Pause that Refreshes



That's what Coca-Cola
means to millions of
Americans.

To keep Cokes rolling off the production line and distributed to the thousands of Coke lovers every day throughout the Dallas area, requires the combined efforts of many workers at the Dallas Coca-Cola Bottling Co. . . . and a tremendous amount of paper detail work.

To increase clerical productivity and facilitate this vast record keeping, reports and statistical data the Dallas Coca-Cola Bottling Co. uses

ROGERSnAP DALLAS BUSINESS FORMS

And just as RogersnAP Business Forms serves this great industry, you will find they can serve you.

Call RI-5816 and let a RogersnAP Business Forms representative show how forms can be tailored to fit your particular requirements.



TELEPHONE
RI-5816

BUSINESS FORMS

ROGERS PRINTING CO. In The Trinity Industrial District

"THE LARGEST HOME-OWNED BUSINESS FORMS MANUFACTURER IN NORTH TEXAS"



Appointed Controller

A. V. (Andy) Chambers has been named controller of the Stewart Company, Texas distributor of Ford tractors. The company operates under the Ford tractor division of the Ford Motor Company with offices at Dallas and San Antonio. Mr. Chambers joined the company in 1951 as assistant controller and auditor. Previous to joining Stewart he worked nine years as senior accountant with the national accounting firm of Price Waterhouse and Company, in the Houston and Dallas offices.



Joins Dallas Agency

Hal E. Copeland, former television account executive for the Syers-Pickle and Winn advertising agency of Austin, has been appointed assistant manager of the Dallas branch office of Beaumont and Hohman, Inc., advertising agency. Mr. Copeland has served as retail advertising salesman for the *San Antonio Light* and as sales manager for the Foster Direct Mail Company of Austin. He edited "Foster Footnotes", external house organ, while with the Foster company.



Named Manager

Robert C. Thompson, former president of Outdoor Electric Advertising, Inc., has been named manager of the Dallas office of Federal Sign Company of Texas. Federal, with headquarters and a manufacturing plant at 1100 Canton, has acquired the operations of Outdoor Electric through a merger, which will be fully consummated when Outdoor's existing contracts have been fulfilled. Mr. Thompson is a director of the Texas Sign Association and a member of the Dallas Advertising League.

★

Newly-elected members of the American Institute of Accountants are E. H. ANDERSON, F. O'NEIL GRIFFIN and OSCAR T. LEVERENZ, Dallas certified public accountants.

★

Named to the board of directors of the Dallas County Community Chest recently was R. C. (DICK) STUBBS, president of Local 870 U.A.W.-C.I.O.

★

FRANK K. RADER, professor of finance at Southern Methodist University, has been appointed to the United States Chamber of Commerce foreign commerce department committee for 1953-54.

★

Named chairman of District 56's U.S.O. fund campaign was HARRY C. WITHERS, executive editor of the *Dallas Morning News*. District 56 includes Dallas and four other counties.

★

PIERRE FONTAINE has been appointed superintendent of the Marsalis Zoo in addition to his present duties as Dallas Aquarium director.

TEXAS
OFFICE FURNITURE CO.

2214 MAIN ST. • DALLAS, TEXAS • RI-3449

- Art Metal Desks
- Jasper & Imperial Wood Desks
- Thomas Upholstered Furniture
- Art Metal, Sikes & Jasper Chairs
- Postindex Visible Filing Systems
- Art Metal Filing Cabinets
- Wabash Filing Supplies
- Fine Furniture Refinishing
- Top Quality Office Supplies

This Bank Serves As Executor and Trustee of Large and Small Estates

Provides the same safeguards for all estates, regardless of their size; safeguards developed during our long experience in administering estates, and in managing securities and other property.

Our experience in managing estates will assist you to plan wisely. Will help to provide a firm financial foundation for your family's future.

One of our Trust Officers will be glad to discuss our service with you, *without obligating you in the slightest.*

Arrange an appointment in your office or home, or in our office. Do not delay this important matter.

TRUST DEPARTMENT

**Dallas
National**

Bank

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

"Oldest Trust Department in Dallas"



Squire HASKINS STUDIO

Put your finger on the best photography

Your selling job is made easier by using our photographic service . . . prompt delivery.

- PORTRAITURE
- PUBLICITY AND NEWS
- ILLUSTRATIVE
- ARCHITECTURAL
- FASHION
- AERIAL

SQUIRE HASKINS
Tel. ST-3223—ST-3010
2014 1/2 Commerce



Consolidated Venetian Blind Plant Opens

Consolidated Venetian Blind Company has opened a new \$150,000 Dallas factory at 2522 Butler. The Houston company's new plant, containing 18,000 square feet, is said to be the only air-conditioned factory of its kind in the country. The firm's former Dallas quarters were at 127 Pittsburgh. Thirty persons are now employed in the new plant; however, employment is expected to reach 55 shortly. The Dallas plant will serve dealers in North and West Texas, Oklahoma, Arkansas, Mississippi and New Mexico. The company manufactures metal venetian blinds, attic fans, folding doors and porch shades.

Pioneer Increases Dallas Air Service 50 Per Cent

Pioneer Air Lines has increased its service to Dallas 50 per cent. The increase started August 10 when new schedules went into effect.

Harding L. Lawrence, vice president for traffic and sales, explained that Pioneer added four new daily flights to and from Dallas. This brought the total to 12 flights daily.

The four new flights provide an additional daily roundtrip between Dallas and Houston via Waco, Temple and College Station-Bryan, and between Dallas and Midland-Odessa by way of Fort Worth, Abilene, Sweetwater and Big Spring.

There are also five flights daily leaving Dallas at 7 a.m., 9 a.m., 2:15 p.m., 5:45 p.m. and 6:30 p.m. west bound for Abilene. Three of the flights stop at Abilene enroute to Midland-Odessa via Sweetwater and Big Spring and two of the flights are enroute to Albuquerque via Lubbock, Clovis and Santa Fe.

Pioneer launched a new program August 1 to restore flights suspended March 15. Part of the program includes transition from Martin Pacemasters to DC-3 planes.

The nation's oldest local service airline, Pioneer presently serves some 21 cities in Texas and New Mexico over 1,973 route miles.

Variety Club Plans September Turtle Derby

The running of the fourteenth annual Turtle Derby will be staged September 5 at the Fair Park Ice Arena by the Variety Club of Dallas for the benefit of Boys Ranch at Bedford.

Turtle sales have been running high, according to General Chairman John H. Rowley, and club officials expect turtle owners from over the country to be on hand when the flag goes down for the first race at 1 p.m.

All proceeds of the event go to the Variety Club Boys Ranch at Bedford, on U.S. Highway 183 between Dallas and Fort Worth, where unfortunate youngsters are given a chance to a normal and useful life.

Boys Ranch eventually will take care of more than 100 homeless and abandoned boys.

Special features of Turtle Derby Day, besides the races themselves, include an ice follies show staged by Dorothy Franey and a tumbling act put on by boys from Boys Ranch.

★

Ad Agency Moves. Tracy-Locke Company, Dallas advertising agency formerly located in the Guardian Life Building, has moved to the recently completed office building at 2501 Cedar Springs Road.



Fills New Railroad Post

Albert F. Hatcher has been promoted to a new traffic post with the Rock Island Lines in Dallas. A native of Louisiana, Mr. Hatcher's new title is assistant general freight agent. Before his promotion, Mr. Hatcher was division freight agent at Dallas. Beginning his career with Rock Island in 1937, he had previously served the line at Houston, New Orleans and Alexandria, Louisiana.



Credit Group Official

Wimberly C. Goodman, credit manager of Reynolds-Penland Company, has been elected a vice president of the National Retail Credit Association. The election was held in New Orleans recently at the annual International Consumer Credit conference. Mr. Goodman is past president of the Dallas Retail Credit Managers Association, past president of the Retail Credit Executives of Texas and has served on the board of directors of the National Retail Credit Association and the Retail Merchants Association of Texas.

Recently named plant manager for Texas Metal and Manufacturing Company in Dallas is HAROLD W. BALL.

DALLAS • AUGUST, 1953



WILLARD CROTTY INSURANCE

Chartered Property and Casualty Underwriter
Thomas Bldg. • Dallas, Texas • Phone RA-8427

LUMBER LARGE AND COMPLETE STOCKS

YELLOW PINE, WHITE PINE, FIR, OAK, PLYWOOD

SPECIAL ATTENTION GIVEN TO INDUSTRIAL
AND DEFENSE PLANT ORDERS

OLDHAM LUMBER COMPANY

927 South Haskell Avenue

Phone TAYlor 5194

FOR EXPERIENCED SERVICE OF

Chrysler  *Airtemp*

AIR CONDITIONING
CALL

Matthews Engineering Company

2122 OLIVE STREET • Riverside 5166

AVALAWN RADIO
& APPLIANCE CO.
3202-A Knox
LA-5874

ASSOCIATE DEALERS:
GAMBLE HEATING &
AIR CONDITIONING
Walnut Hills
DI-1950

B & D HEATING &
AIR CONDITIONING
8216 Second Avenue
EX-2587

AIRFLO HEATING &
COOLING CO., INC.
5017 Lovers Lane
DI-3770



WAMIX, Inc. - Central Mixed Concrete - Dallas



According to three leading trade publications:

"PIT AND QUARRY", "ROCK PRODUCTS" and "CONCRETE"



is yours
when you
use the
varied
services
of



RA-8101
1812 NORTH FIELD • DALLAS

Printing
Lithographing
Engraving
Office Supplies

STUART florist

George M. **STUART** florist

1422 Commerce St. RAandolph 5175



Named to New Panel

Robert G. Storey, dean of the Southern Methodist University school of law and president of the American Bar Association, has been named to the 12-member Government Reorganization Commission, successor to the Hoover Commission. Mr. Storey, who began his law practice in Cooper, Delta County, was one of six public members appointed to the new panel. The other six members will be congressmen and government officials. A former president of the Dallas Bar Association, he became head of the national group in 1952.



New Bus System Manager

T. S. Reece, vice president and general manager of Continental Trailways Bus System, has been named general manager, also, of Continental Dixie Lines, an affiliate company. Both lines are headquartered in Dallas.

★

Recently promoted to assistant district sales manager in Dallas for American Airlines, is ALLAN K. LYNAR.

Arnold isn't an
Arsonist!



He just doesn't have
"Continuous Vision"

Things like this happen when your natural vision is impaired—when you don't have "continuous vision," the ability to see at all distances. Many bifocal-wearers adopt an unnatural head position in an effort to avoid such incidents. Your doctor may prescribe Continuous Vision Lenses to restore comfortable, normal vision and young seeing habits. So, bring your prescription to us for prompt filling in your choice of frames.

"The Prescription House for the
Eye Physician"

SYLVESTER'S
Dispensing Opticians

Phone RA-6968

308 Medical Arts Building Dallas

ARCHITECTS AND
ENGINEERS
SUPPLIES

Photostats

**SOUTHWESTERN
BLUE PRINT CO.**

1801 Commerce — Dallas — Phone RA-8083

**Presbyterian
Book
Store**



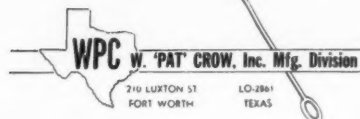
1814 Main St.
DALLAS
Phone RI-5546



the new...
**SOUTHWESTERN
BRAND**

of Top Quality
**STEEL AND ALUMINUM
FORGINGS**

We have Limited Hammer Time
available... Inquiries Invited.



BAKER AIR CONDITIONING
REFRIGERATION
TEXAS
**REFRIGERATION &
ENGINEERING CO.**
158 Express—Dallas—PR-3224

32 YEARS OF
**Industrial
AUCTION and
APPRAISAL
Service**



Contact IRV ROSEN regarding your liquidation or appraisal problems. No obligation.

*Growing
with TEXAS
FOR 25 YEARS*

Great National
LIFE INSURANCE COMPANY
DALLAS
S. J. Hay, President



Elected President

Kiel T. Sterling has been elected president of the American Beauty Cover Company at a recent board of directors meeting. Formerly executive vice president, Mr. Sterling has been with the company for 18 years. Chambliss T. Dean, founder of the company and past president, has been elected to chairman of the board. Other officers elected are Charles R. Thompson, secretary-treasurer; Paul C. Porter, vice president in charge of production; John W. Lange, director of sales, and James Adams, assistant secretary-treasurer.



Air Regional Representative

Lt. Colonel Carlos C. Pratt, U.S.A.F., has assumed duties this month as air regional representative for the Dallas region of the Air Materiel Command. Prior to his move to Dallas, Colonel Pratt was air regional representative at Wichita, Kansas. From his headquarters at 1407 Ross Avenue, Colonel Pratt will direct a program of contract administration, production and industrial planning of contracts with the Air Force.

**COMING
SOON!**

**LARGE SHEET SIZE
MULTICOLOR
OFFSET**

*... Yes
we are proud to
announce that we
will soon install
the largest . .*

**2 COLOR
OFFSET PRESS
IN DALLAS**

*... a press that will print
two colors at a time, at
speeds up to 6500 sheets
per hour. Maximum sheet
size 3 feet x 4 feet.*

**The EGAN
COMPANY**

912-1006 Ross Ave.
Telephone PR-6321

"Better Printing Since 1892"



because of

Fresh Ideas!

HONEY BOY was an unknown entity three years ago — just an unknown salmon in a world of many salmon labels.

When we were assigned the job of launching Honey Boy, we took a deep breath. It looked tough — especially on a small budget.

But today, less than three years after Honey Boy's debut, this youngster has gained national popularity and tops the list of fast sellers in many markets.

FRESH IDEAS gave him the needed nudge to get going.

FRESH IDEAS will keep him on top.

Perhaps you, too, have a product or service which needs the POWER OF FRESH IDEAS!

There is POWER in Fresh Ideas!

Ted Workman
Advertising

1324 National City Bldg.

PR-4247

MEMBER — AMERICAN ASSOCIATION OF ADVERTISING AGENCIES



Heads Junior Bar

John L. Hauer, Dallas attorney, has been elected president of the Dallas Junior Bar Association. Other officers elected for the new term are Henry Amlin, first vice president; Richard J. Dunn, second vice president; Paul M. Thorp, secretary, and Robert G. Vial, treasurer.



Named Department Head

Paul A. Miers has been appointed department head of the office supplies section of Texas Office Furniture Company. Mr. Miers recently managed a large auto supply store in Dallas and formerly was a buyer for St. Louis' largest department store.

★

ED O. CHOICE has been appointed chairman of the awards and publicity committee of the Leaders Round Table of Texas. J. J. HALLAHAN has been appointed education committee chairman.

★

B. HIX SMITH and JIM GALLOWAY are newly-appointed agency assistants in the home office agency of the Republic National Life Insurance Company.



INTERSTATE PRINTING CO.

701 S. ERVAY • RIVERSIDE 1109

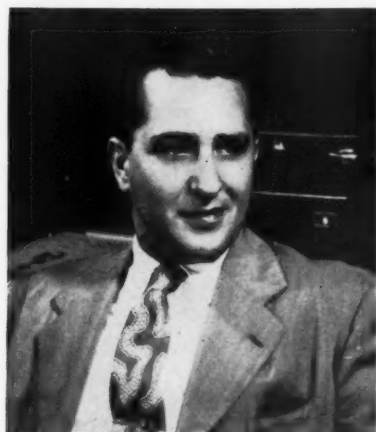
Complete Assistance and Guidance in Every Printing Problem

CATALOGS • BROCHURES • BOOKLETS • HOUSE ORGANS • INSURANCE FORMS



Republic Vice President

Former loan guaranty officer for the Dallas regional office of the Veterans Administration, W. D. Baker has been appointed vice president in the mortgage loan department of Republic National Bank. During World War II, Mr. Baker served in the U. S. Naval Aviation branch, with the rank of commander. A former regional manager of the Home Owners Loan Corporation, Mr. Baker worked in the credit department of the Federal Reserve Bank in Dallas prior to his connection with the Veterans Administration.



Elected to Y.P.O.

Giles E. Miller, president of Texas Textile Mills of Dallas, has been elected a member of the Young Presidents Organization. With 526 members, Y.P.O. is a group composed of persons who have become top executives of their companies before reaching the age of 39.

★

N. C. ELLIS recently has been named district manager for the Life and Casualty Insurance Company of Tennessee.

DALLAS • AUGUST, 1953

FEDERAL SIGN COMPANY of Texas

announces

acquisition of the sales and service facilities of Outdoor Electric Advertising, Inc., and the appointment of Mr. Robert C. Thompson, former president of Outdoor Electric, as manager of the Dallas office of Federal Sign Company of Texas.

1100 Canton

DALLAS

DIRECT MAIL-*Leadership* \$1,011,400,000

Second only to newspaper advertising—this figure represents the National Expenditure for Direct Mail Advertising in 1952.

As the largest printing and mailing service in the Southwest—our experience and equipment can make your Direct Mail more effective and profitable.

Call us today for results tomorrow!

Commercial Printing & Letter Service Co.

W. Marion Newman, Sr. — Bill Newman

Orion Newman — Larry W. Newman

313 North Akard St.

DALLAS

Phone RA-8168

THERE IS NO SUBSTITUTE FOR

DeCals
INCORPORATED

★ QUALITY

★ DEPENDABILITY

★ SERVICE

DALLAS' NEWEST, MOST MODERN DECAL PLANT
HUMIDITY CONTROLLED AND COMPLETELY AIR CONDITIONED

DECALS FOR EVERY PURPOSE

"SCOTCHLITE" — "SCOTCHCAL"

- AUTO-TRUCKS
- WINDOW SIGNS
- POINT-OF-SALE
- TRADEMARKS
- NAMEPLATES
- WINDOW VALANCES

DE CALS INC. 134 COLE ST. ST-5534

IN THE TRINITY INDUSTRIAL DISTRICT

WE ARE NOT YET LISTED IN THE PHONE BOOK — PLEASE SAVE THIS AD

— CUT ON DOTTED LINE —

what's new?



Welcome Rubber Mats

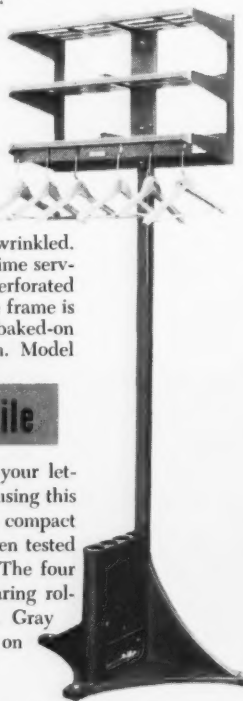
(With or Without Name)

Here's an extra "salesman" working for you 24 hours a day! This decorative rubber mat will add an attractive personal touch to your place of business. It's made of tough rubber, developed to stand

up under heavy foot traffic, weathering, and the abrasive grinding action of dirt, pebbles and mud. Available perforated or not. In solid color facing with contrasting borders or ribbons... or in special designs custom-made for you. Choose from black, red, brown, gray, green, blue, white, orange or yellow... in any shape. Sizes are $\frac{1}{4}$ ", $\frac{3}{8}$ ", or $\frac{1}{2}$ " thick; widths up to 6 feet and lengths up to 13 feet. Prices as low as \$1.96 per square foot. Call Bennett's today!

The Office Valet

For executive offices or wherever space or personnel are limited, the S-6 Valet Rack provides complete wardrobe facilities. It ends all piling-on of coats, all crushing of hats, and will never tip over. Six spaced coat hangers, six individualized hat shelves, a built-in umbrella stand, with a removable drip pan, and a floor shelf for rubbers. Garments do not become dampened or wrinkled. Neat, compact, efficient, the S-6 Valet Rack is built for lifetime service of square tubular furniture steel and embossed and perforated steel shelving. There is nothing to loosen or wobble, for the frame is welded into one rigid piece. It is beautifully finished in baked-on enamel, and comes in a choice of gray, green, or brown. Model shown (No. S-6), \$26.00.



4-Drawer Fire File

Take out an "insurance policy" on your letters, business forms and records by using this Furnace-Tested fire file. This sturdy, compact file is built to withstand (and has been tested in) a direct flame for over an hour! The four deep drawers roll easily on ball bearing rollers... with full suspension arms. Gray color only. It costs no more to be on the safe side, so call or write Bennett's about this fire file today!



4-Drawer Legal Size	2-Drawer Letter Size, \$163.20
(shown), \$378.00	3-Drawer Letter Size, \$213.10
2-Drawer Legal Size, \$336.00	4-Drawer Letter Size, \$248.10

Write or Call Bennett's Today!

Riverside 3201

Bennett's

1829 CORSICANA • DALLAS, TEXAS

PRINTING

LITHOGRAPHY

OFFICE FURNITURE

OFFICE SUPPLIES



Elected Comptroller

William Dewey Presley has been elected to the newly-created position of comptroller of the First National Bank in Dallas. His title is now assistant vice president and comptroller. Mr. Presley joined First National in August, 1952, as assistant trust officer and was advanced to assistant vice president last January. Prior to his association with the bank he was for 10 years a special agent for the Federal Bureau of Investigation, having served the last two years in the Dallas office. Mr. Presley is a member of the Texas Society of Certified Public Accountants and the American Institute of Accountants.



Named to D.H.B.A. Post

Herbert DeShong has been named executive secretary of the Dallas Home Builders Association. Mr. DeShong is a former manager of the Southwest regional office of the National Association of Manufacturers in Dallas and served as regional public information officer for the old Office of Price Stabilization. He previously was associated with the *Daily Times Herald*, the Dallas Chamber of Commerce, United Press Association and International News Service.



Named A.M.A. President

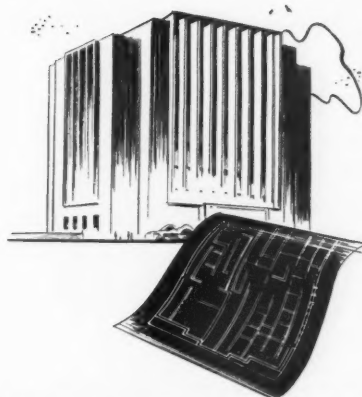
Cecil B. Phillips, director of marketing research at Tracy-Locke Advertising Agency, has been elected president of the Northern Texas chapter of the American Marketing Association. Other new officers of the group are Charles Breedlove, Collins Radio, vice president; Ira Corn, Southern Methodist University, treasurer; Bernie Evans, Earl Hayes Chevrolet Company, secretary. Directors are Joe Belden, Joe Belden and Associates; Millard Dilg, Williamson-Dickie; Joe Rosenberg, Sanger Brothers; Ted Roeder, Department of Commerce; Ira DeJernett, DeJernett Advertising; Harold Young, Murray Gin Company, and Jim Fitzpatrick, *Dallas Morning News*.



Starts Fifth Term

T. L. Yeargan has started his fifth two-year term as chairman of the Dallas Fire Prevention Council. Mr. Yeargan was re-elected at a recent meeting. Others elected included Warren G. Harding, vice chairman; Gaston Tatom, secretary; Mrs. Thelma Brannan, assistant secretary, and Phil H. Kaufman, treasurer.

DALLAS • AUGUST, 1953



BLUEPRINT FOR BUILDERS

T. J. Bettes Company provides a blueprint of service for builders . . . a service to meet every need of home-owner, contractor, and owner of business or rent property.

In addition to financing all types of new residential and business construction, the Bettes Company offers two special services to property owners:

Home Improvement Loans: The Bettes Company offers home-owners loans for all types of home improvement under F.H.A. Title I. A special consumer credit department makes the processing of these loans quick and easy.

Property Management Service: Resident and non-resident property owners can relieve themselves of responsibility by using the T. J. Bettes Property Management Service. Long experience assures owners of expert management at most moderate fees.

Since 1939, T. J. Bettes Company has been growing with Dallas, matching its services to the city's needs. Today, it offers Dallas' most complete real estate mortgage and property management service to assist with building or modernization plans and mortgage credit problems.

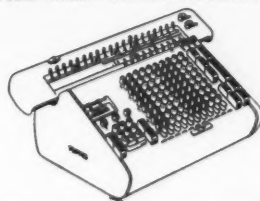
T. J. BETTES COMPANY

1202 MAIN STREET

DALLAS

Friden *fully-automatic* CALCULATORS

THE THINKING MACHINE OF AMERICAN BUSINESS



Friden does more automatically
SALES • SERVICE • RENTALS

NEW FRIDENS PRICED \$400.00 AND UP

Friden Calculating Machine Agency

H. A. MEIERDING, Manager

Phone Victor 1656

3005 Gaston Avenue — Dallas

Fort Worth — Branches — Waco



MORE THAN \$250,000 in wages were paid to handicapped workers last year through selling repaired material in Goodwill stores. Ninety-eight per cent self-supporting, Goodwill Industries receives two per cent of its budget from the Community Chest.

Goodwill Industries Wages Reach \$2,000,000 Mark

GOODWILL Industries of Dallas, a Community Chest agency that provides special training, rehabilitation and employment for handicapped workers, reached a new milestone this month. It paid its two millionth dollar in wages to the handicapped.

Organized in 1923, Goodwill Industries of Dallas paid its millionth dollar in wages to handicapped workers in July, 1949. A ceremony was held and movie actress Ilona Massey made the presentation.

That was only four years ago, yet Goodwill has now paid out another million dollars in wages. In a special ceremony, the two millionth dollar, a silver dollar, was paid to handicapped worker John W. Sheehan, a victim of polio since early childhood.

A cashier in the Goodwill store at 2509 Elm Street, Mr. Sheehan and his family reside at 731 South Storey Street. He was selected by his fellow workers to receive the dollar, which was presented to him by Gerald L. Clore, executive director of Goodwill Industries.

To tour the Goodwill training center at 2511 Elm Street presents a fascinating picture of how handicapped men and women, who once were considered unemployable, are given the opportunity of learning a trade and earning a wage.

OVER 400 persons were helped by Goodwill in 1952.



Mr. Clore points out that Goodwill is just the first stop for a handicapped person.

"Once he has been able to master one of the 15 trades taught in our skillshops we try to place him in a job with private industry, thus making it possible for another person to begin the cycle of rehabilitation," he states.

Goodwill, like many agencies in the ever expanding Southwest, finds the lack of space a problem. At the present 214 handicapped persons are receiving training. An additional 200 are on its waiting list. During the course of a year over 400 persons will be given training.

Not everyone who is given training at Goodwill is employable in private industry. About 30 per cent are classified as sheltered employees. For those who are so handicapped in body or mind that their potential is limited, Goodwill provides a place for permanent employment.

The operations of Goodwill are made possible through the contributions of discarded clothing and household articles. Last year over 40,000 Dallas families and business firms participated in the program. Additional material was gathered during Smile Day, sponsored by the Boy Scouts and the School Day Clothing Drive.

Contributed discards supply the materials for skillshop training. Such skills as hat blocking, commercial cleaning, power machine sewing, paint spraying, wood work, electrical repair, shoe repair, upholstery, printing, clock repair and stove repair are among the many trades taught.

After the material is used in the training shops it is sent to the three Goodwill stores where it is sold. Families of limited income are the most frequent customers.

RADIO REPAIR is one of the trades taught at Goodwill.





40,000 FAMILIES and business firms last year contributed discarded materials to Dallas' Goodwill Industries.

For them the Goodwill store is a place where they can buy good material at a price they can afford.

Through the sale of the repaired materials Goodwill is able to pay wages to the handicapped, and to meet part of its operating expenses. Last year \$264,000 in wages were paid.

Goodwill is 98 per cent self-supporting. The Community Chest makes up the two per cent difference.

Allen Melton, Dallas attorney, and president of the Goodwill board of directors, states, "Goodwill is able to save the taxpayer of Texas nearly half a million dollars a year by taking people who are normally unemployable because of a physical or mental handicap, teaching them a trade and paying a wage while in training and adjusting them so that a

place can be found for them in private industry."

Mr. Melton added that the stigma of charity is also removed at Goodwill. By working and earning and paying taxes the handicapped person has the experience of contributing to our society.

Handicapped persons, whoever they may be, wherever they may live, regardless of color or creed, are eligible for the services of Goodwill Industries.

Goodwill seeks to provide something more than a job and training and therapeutic work. Goodwill Industries provides opportunities for personal growth by helping even the most severely handicapped person to enjoy normal social intercourse, individual and group recreational activities, self-expression both on and off the job, and religious inspiration.

30,146 MEALS at a cost of 25 cents per meal were served over 400 handicapped men and women during 1952 by Goodwill.



DALLAS • AUGUST, 1953



UPHOLSTERING is one of the 15 trades taught handicapped persons in Dallas' Goodwill skillshops.



PAINT-SPRAYING requires only one good arm, as do many of the other skills taught at Goodwill's shops. Pay day, below, is an especially happy occasion for Goodwill workers, many of whom are working for the first time in years.



TRAVELING SALESMAN

via U.S. mail!

Meet Mr. Direct Mail — a salesman you can add to your force at the cost of a 3¢ stamp! He'll sell for you — and sell BIG — on an expense account no other salesman can match.

Put him to work this week — call Fine Arts Litho Company, lithographers for many of Dallas' most successful direct mail users. Fine Arts' experience in direct mail advertising is your assurance of positive results.

Ask to see full-color samples, too.

FINE ARTS
Litho Company
YUkon 7583 • 701 e. 15th st.

ARE YOU RECEIVING "Ideas That Make Democracy Work," Fine Arts' monthly series of lithographed quotations? If you would like to receive these beautifully illustrated pieces, call the above number or write to P. O. box 5927.

"64 Years in Dallas"

J. W. LINDSLEY & CO.
Realtors - Insurers

Our 64 years' experience in handling Real Estate in Dallas enables us to give quick and efficient service in filling your needs.

We Specialize in Industrial Property
1209 Main St. • Phone RA-4366



Joins Dallas National

John B. Dunlap, former Internal Revenue Commissioner of the United States, has been elected vice president of the Dallas National Bank. A native of Dallas, Mr. Dunlap entered the Internal Revenue Service in 1933 as a deputy in the Dallas office. He subsequently advanced to collector and internal revenue agent in Dallas before his appointment as U.S. commissioner. While in Washington, he received national recognition for directing the reorganization of the revenue service. Last year Mr. Dunlap returned to Dallas as district commissioner, a post he resigned prior to joining Dallas National. He was recently honored by S.M.U. with its Distinguished Alumnus Award for 1953.

★

HARRY ROBERT ARCHER, formerly with Transportation Advertising Sales, has joined the advertising staff of the Southwest Edition, *The Wall Street Journal*. A director of the Dallas Advertising League, he was named the most valuable member of the group last year.

★

DOW RIGGS, formerly president of the First National Bank of Plano, and LEDDON E. PENN, formerly vice president of the Oak Cliff Bank and Trust Company, recently were elected vice presidents of the Merchants State Bank.

★

Named assistant South Central division manager of Schenley's is ALFRED CHAPMAN, who comes to the Dallas post from the managership of Schenley's upstate New York sales territory.

★

GEORGE F. HEATH has been appointed vice president and EDWIN B. BREEDING treasurer of United Bankers Life Insurance Company.

GOING NORTH?

3 Fine Trains Daily

KATY FLYER
Lv. Dallas Union Station 7:30 am
Lv. Highland Park - 7:41 am

TEXAS SPECIAL
Lv. Dallas Union Station 6:10 pm
Lv. Highland Park - 6:18 pm

THE BLUEBONNET
Lv. Dallas Union Station 9:20 pm
Lv. Highland Park - 9:28 pm

PHONE: PROspect 0311

M-3

KATY
NATURAL ROUTE SOUTHWEST

Consulting Engineers

City Planning

and

Municipal Engineers

KOCH & FOWLER

JU-0586

3900 Lemmon Ave.

Dallas

\$Scrap METAL

THERE'S MONEY IN YOUR OLD

CRITICALLY NEEDED FOR DEFENSE & CIVILIAN PRODUCTION

STEEL — alarmingly scarce — needs ½ scrap as well as ½ pig iron. Now's the time to scour your premises — and turn urgently-needed metal scrap into cash!

PHONE OR WRITE FOR TODAY'S TOP PRICES

AMERICAN IRON & METALS, INC.
2215 Latimer St. ★ DALLAS
Phone: HUter 2861



Elected N.E.C.A. President

L. G. White, Jr., of the L. G. White Electric Company, has been elected president of the Northeast Texas Chapter of the National Electrical Contractors Association. James J. Ling, Ling Electric Company, was elected vice president. Directors named were William F. Abright, A-Bright Electric Company; F. Henry Gable, Gable Electric Service, and Edward W. Brown, Brown Electric Company. Hold-over N.E.C.A. officials are W. Ernest Butcher, treasurer; Rob Roy, board of governors member, and Edward J. Telkamp, director.



Organizes New Service

Merle Cunningham has announced the organization of a publicity, public relations and advertising service primarily designed to assist industrial firms. Mrs. Cunningham has had more than 12 years experience in publicity and advertising, including such fields as department store, radio, oil and gas industry, social welfare and highway traffic safety. During three years of service in the Waves in World War II, she served as press and radio broadcast censor and welfare officer.

DALLAS • AUGUST, 1953

For the Finest . . . Fastest

Color-Printing

let Padgett print it!

If it's color printing you want, then turn to Padgett's, the plant with color presses in both offset and letterpress. Our newest offset press prints two colors simultaneously in perfect register up to 14,000 impressions per hour . . . speeding production and delivery time . . . lowering the cost to you.

Whether it's a new letterhead, folder, catalog or magazine, you'll get finer, faster work at Padgett's.

On your next order, telephone EL-3715.



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PRINTING & LITHOGRAPHING CO.

5912 Harry Hines Blvd. • Just Beyond Inwood Road



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HOWELL H. WATSON
Realtor

Fidelity Union Life Building • DALLAS • Phone RA-5484

DREAMS COME TRUE WHEN YOU
**WAKE UP YOUR
ADVERTISING!**



Russ Turgens
Advertising

1009 CAMP • PR-4387

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Better Printing means Better Selling

The advance of Graphic Arts in Dallas means better selling tools for Dallas Business.

The craftsmen who give life and color to your advertising message are among your most important sales assets.

Advertisers who use DALLAS are tying-in with fine creative talent and skilled craftsmen who put the monthly "Dallas Story" in Graphic Form.

You too—can open new doors to sales by using DALLAS—the finest and most colorful chamber of commerce magazine in the Nation.

★

DALLAS

Call

PRospect 8451

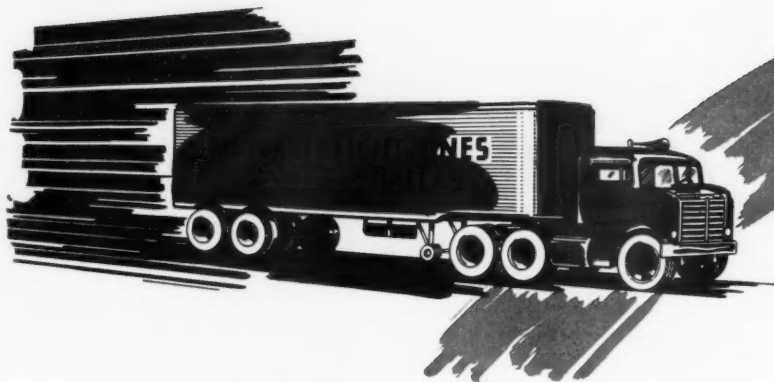
TOM McHALE

Advertising Manager

Business Magazine of America's
Number One Region of
Opportunity

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smart shippers
Ship by Truck

for CONVENIENCE

For sheer Convenience, you can't beat Motor Freight Transportation. Whether your shipment is large or small, whether you are a large corporation or a small operator, the motor freight lines come to you . . . for both pickup and deliveries, direct to your door.

Dallas is well served by Motor Freight Lines covering the entire nation . . . your phone call puts them at your service with their traditional promptness, courtesy and reliability. So, for Convenience Sake, Ship by Truck.

MOTOR FREIGHT LINES
Serving Dallas
 AND SUPPLIERS

In Texas

35% of road taxes are paid by trucks.

BEST MOTOR LINES

CENTRAL FREIGHT LINES INC.

COLLINS EQUIPMENT CO. — KENWORTH

HERRIN TRANSPORTATION CO.

RED BALL MOTOR FREIGHT, INC.

STRICKLAND TRANSPORTATION CO., INC.

Remembrance Advertising

Reg. U. S. Pat. Off.

BASIC ADVERTISING IDEAS

BROWN & BIGELOW

DALLAS DISTRICT OFFICE

2311 McKinney

Dallas

Phone STerling 2510



SINCE 1920

Listed and Unlisted
Stocks & Bonds
Municipal Bonds

Bought
Sold
Quoted

DALLAS UNION SECURITIES COMPANY

DALLAS, TEXAS

423 Fort Worth National Bank Bldg.

TELEPHONE: RI-9021

FORT WORTH, TEXAS

1002 Continental Life Bldg.

TELEPHONE: ED-1248

TELETYPE: DL 390

Member Midwest Stock Exchange



Heads Law School Group

W. D. White, Dallas attorney with offices in the Mercantile Bank Building, has been elected president of the University of Texas Law School Association. He was elected at the association's recent annual luncheon held in conjunction with the Texas State Bar Association convention. Mr. White graduated in 1931 from the University of Texas Law School.



Heads Accountants

L. A. Busby of Dallas was elected president of the Texas Society of Accountants at a recent convention in Austin. Other officers elected were E. R. Dentler, San Antonio, vice president, and Ethyl Lancaster, San Antonio, secretary-treasurer.

★

CHARLES PERRINO, southwestern representative for the Orchard Paper Company of St. Louis, has moved his headquarters from Houston to Dallas.

★

Associate Realtors LORRAINE GORDON, ROBERT BRENNER, LOUIS MCKINLEY and RAY SULLIVAN have recently joined Miller-Beer and Company.

IN THE LONG RUN

quality in every piece of equipment. . . any item of supply you buy is *plus value*, that definitely saves you time and money in the long run.

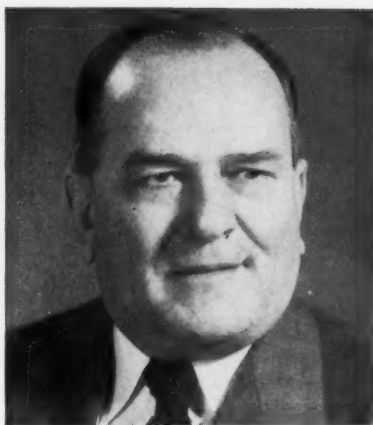
From thousands of manufacturers' lines, Briggs-Weaver carefully selects those products that give *plus value* . . . only 53 years experience has taught us it pays!

DALLAS — 3000 Harry Hines — JUstin 0311

BRIGGS-WEAVER
MACHINERY COMPANY
Distributors of Industrial Machinery
Machine Tools • Pumps and Motors Since 1896

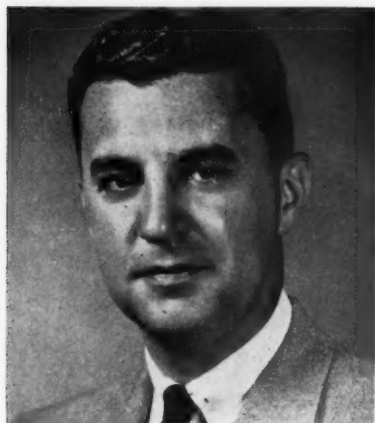
HOUSTON — 300 S. Wayside Drive — YU-3361

FORT WORTH — 222 NORTH UNIVERSITY DRIVE — FO-5621



Savings Firm Director

Arthur B. Moore, vice president and director of the Oak Cliff Bank & Trust Company, has been named to the board of directors of Oak Cliff Savings and Loan Association. He is also a director of Southwest Title and Insurance Company and of Dallas Railway and Terminal Company. An owner and developer of Oak Cliff real estate for many years, Mr. Moore is a former Dallas city councilman and member of Dallas' Board of Tax Equalization. He was president of Oak Farms Dairies for several years following its organization in 1935.



Executive Vice President

Albert J. Galvani has joined the staff of Justin McCarty, Inc., as executive vice president. Mr. Galvani recently resigned as vice president of the women's division of Reliance Manufacturing Company of Chicago. During the war years, he was a member of the industry advisory committee of the War Production Board and the Office of Price Administration, and served three years as president of the Chicago Wash Dress and Apparel Association.

DALLAS • AUGUST, 1953



TECHNIPLAN

the modern solution to office arrangement that increases worker efficiency and saves space ... based on time and motion studies. See our display.



THE DORSEY COMPANY
DORSEY BUILDING • DALLAS

J. N. FISHER REALTOR

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Industrial Caterers

Operators of In-Plant
Cafeterias, Restaurants and Canteens

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BUICK-OLDS-PONTIAC ASSEMBLY PLANT
ARLINGTON, TEXAS



EVERYTHING IN RUBBER
FOR INDUSTRY AND
AGRICULTURE



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408 W. Weatherford
ED-4884

DALLAS
1829 Lyova
RA-4151



skilled craftsmen make a graphic arts center

Dallas is the graphic arts center of the Southwest because Dallas photo engravers, printers, typesetters, artists and others in the industry long ago realized that quality is the final test of any printed work. The production of quality work demands the services of skilled craftsmen. Dallas has the craftsmen.

Wilson Engraving
COMPANY

PHONE PR-8755 2117 COMMERCE • DALLAS

Dallas PIONEERS



Established

1869 Padgett Bros. Company

Leather Goods—
Wholesale and Retail

Established

1893 Sparkman-Brand, Inc. Morticians

Originally, Loudermilk, Broussard and Miller

1872 Dallas Railway & Terminal Co.

Street Railway

1872 Huey & Philp Company

Wholesale

1875 First National Bank in Dallas

Banking

1878 National Bank of Commerce

Banking

1884 The Dorsey Company

Printers—Lithographers
Stationers—Office Furniture

1889 Austin Brothers Steel Co.

Steel for Structures of Every Kind

1889 J. W. Lindsley & Company

Real Estate and Insurance

1892 The Egan Company

Printing, Lithographing, and
Embossed Labels

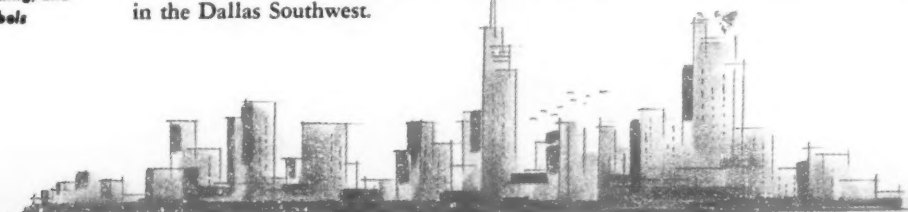


DOWNTOWN PARKING was obviously not a major Dallas civic problem about 1892 as shown by this Main Street view* of that period. During the '80's the population of Dallas had grown to almost 40,000 people and in 1890 the horse-drawn streetcars in Dallas were electrified. That same year, Oak Cliff was incorporated by the Texas Legislature. In 1891, the National Bank of Commerce was purchased by Flippen, Adoue & Lobit, a pioneer private bank that had been organized in 1878, and the merged institution was moved to its building at the corner of Elm and Poydras. J. B. Adoue became president of the merged institution and records show that in 1892 its deposits were \$126,000; its earned surplus was \$10,000 and its undivided profits and reserves were \$3,200. Under the same family management since 1891, the deposits of the National Bank of Commerce have grown to \$15,500,000; its earned surplus to \$250,000 and its undivided profits and reserves to \$440,000. While the stockholders of the bank have been paid more than \$900,000 in the form of cash dividends, its capital has remained the same. Today in its seventy-fifth year, and under the presidency of J. B. Adoue, Jr., son of the founder, the bank is located on the same site it occupied in 1880.

*Photograph from archives of Dallas Historical Society

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.



1893 Fleming & Sons, Inc.

Manufacturers—Paper
and Paper Products

1900 The Murray Co. of Texas, Inc.

Carver Cotton Gin Division 1897
Boston Gear Works Division 1880
Industrial Supply Division 1907

1900 John Deere Plow Company

Agricultural Implements

1904 T. A. Manning & Sons

Insurance Managers
Fire—Casualty

1906 Hesse Envelope Company

Manufacturers of Envelopes
and File Folders

1910 Moser Co. Realtors

Industrial and Commercial
Leases and Sales

1911 W. W. Overton & Co.

Food Brokers

1912 Stewart Office Supply Company

Stationers—Office Outfitters

1914 Texas Employers Insurance Ass'n.

Workmen's Compensation
Insurance

TENSION ENVELOPES
Now...made in Texas!

Booklet
Remittance Style
Return
Art Lined
Address Saver® (Cellophane or Glassine Window)
Commercial and Official
Penesaltite® Postage Saver
Open End Catalog Tension Tie® Metal Clasp
Advertising Style
Air Mail

TENSION ENVELOPE CORP. OF TEXAS

AMARILLO
★
FT. WORTH • DALLAS
WACO ★
HOUSTON ★
AUSTIN ★
SAN ANTONIO ★

**New, Fast
Factory Service for
all of Texas!**

For many years, Texans have been buying Tension Envelopes by the millions. Now, Tension Envelope Corporation has established a new factory between Ft. Worth and Dallas. Here envelopes are manufactured for users throughout Texas.

With the most modern high-speed envelope machinery, this new Texas Tension factory is creating and producing practically every type of envelope for every business use. In addition, the most popular sizes and styles of envelopes are in stock for prompt shipment . . . printed or plain.

Our sales representatives are eager to serve you, or if you prefer to buy your envelopes from your printer or stationer, be sure to specify "Tension Envelopes"—now made in Texas.

Other Tension Factories are strategically located to give you nation-wide envelope service with savings in time and transportation costs.
Kansas City • Des Moines • Minneapolis • St. Louis • New York

TENSION ENVELOPE CORP.
OF TEXAS

Dallas, Texas
1103 Southland Bldg. Annex
Telephone Riverside 3049

Ft. Worth 12, Texas
5900 East Rosedale
Telephone LOCKWOOD 8311

★ Texas Sales Representatives in Amarillo, Austin, El Paso, Houston, San Antonio, Waco

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Carl Mikula
Chairman of the Board



Walter Hiersteiner
President



Harold T. Fox
Vice President



Gary E. Baum
Sales Manager



Homer Krueger
Ft. Worth and Dallas



Joe L. Sanger
Dallas



Henry Krueger
Ft. Worth



Joseph M. Hutchinson
Plant Manager

...Rocket Freights

**FAST SCHEDULES
ON-TIME DELIVERIES**

**Rock
Island**

... for the benefit of shippers



Did you know that the Rock Island directly serves 14 mid-continent states and is privileged to move "mountains of freight" into and out of this fabulously rich territory?

... that back of today's Rock Island service is more than a century of freight moving and freight handling experience?



.... that this railroad's diesel-powered ROCKET FREIGHTS have made it possible to speed up schedules and quicken service between intermediate points?

Think what all this means—the vast amount of freight hauling know-how that is now available to Rock Island shippers! Are you one?

For complete information consult any Rock Island representative or

ALBERT F. HATCHER, Division Freight Agent
Rock Island Lines, Corner of Commerce and Field Streets
Phone: RAndolph 4164
Dallas 2, Texas

ROCK ISLAND LINES

Public Library

St. Louis 4, Mo.

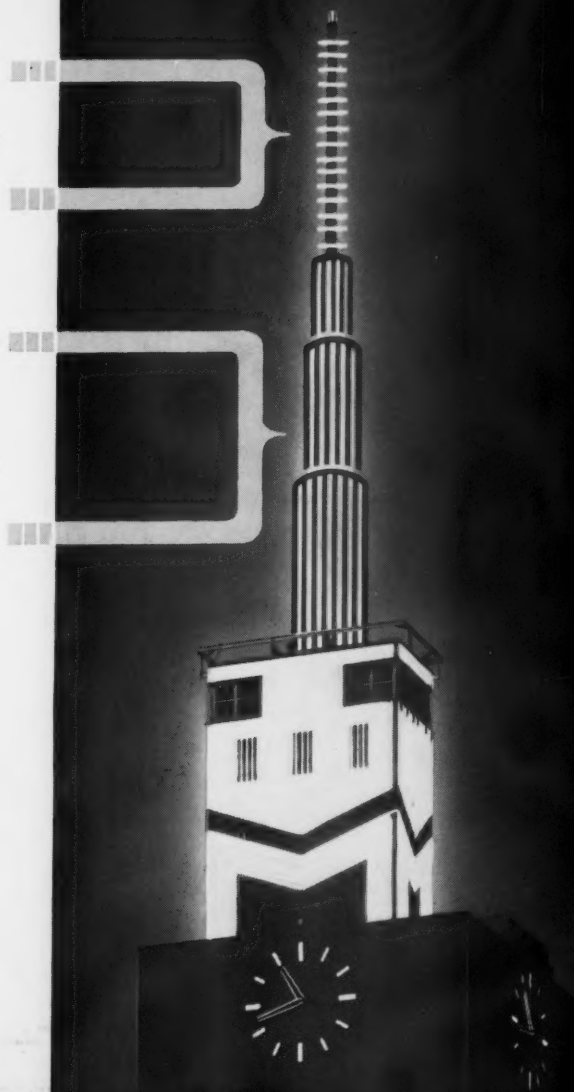
D

Keep Your Eye on the Mercantile Tower for Tomorrow's **WEATHER FORECAST**

Clear lights at the tip of the tower indicate temperature changes, running up for warmer; down for cooler; steady — no change.

GREEN lights for fair weather
RED lights for foul.

Our newly installed Mercantile Weather Beacon gives you tomorrow's weather at a glance, as reported direct from the United States Weather Bureau. The following day's forecast is received at 5 p.m., 9 p.m. and 1 a.m. Changes are reflected immediately in the Weather Beacon which operates nightly from 5 p.m. to 7 a.m. as another service of the "Big, Friendly Bank for Everybody"



MERCANTILE NATIONAL BANK

AT DALLAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

